

PARKER  
PEN

# SHOPTALKER

3 January 1978

for  
Parker Pen  
Employees

Issue 866

Paychecks in 1978 will reflect increases in Social Security/Medicare deductions. Effective January 1, the taxable wage base for Social Security and Medicare went from \$16,500 to \$17,700, deducted at the rate of 6.05 percent each pay period until the maximum is reached. The amount contributed by each Parker employe is, of course, matched by the company.

In commenting on the program which provides old age, survivor and health benefits, GENE SEIBERT (Vice President/Personnel) said: "During 1977 when the 5.85 percent rate was in effect on the lower wage base, the combined total contributed by Parker and its employes reached an astounding \$1,950,336." Further changes in the law are expected in 1979, he said.

There is an ironic footnote to the above: On December 20, President Carter used two Parker pens to sign legislation raising taxes over the next decade, thus shoring up Social Security through the year 2030.

Not too long ago, an article in Forbes magazine revealed that an up-and-coming Japanese electronics firm and a brand name owned by Parker share common roots. "It was in 1915 that Tokuji Hayakawa, then a metalworker, developed a pencil with a metal body, replaceable lead and a simple spiraling gear to keep it 'ever sharp.' The Ever Sharp name has long since been sold to the Parker Pen Co., but the 'Sharp' remains and Hayakawa's company is today a \$1-billion multi-national firm."

Hayakawa later in 1915 sold a controlling interest in his invention to the Wahl Adding Machine Company, which began pencil manufacturing operations in Chicago. Wahl acquired a fountain pen company a couple of years later, and by 1923 the firm was turning out 50,000 pencils, 7,000 pens and 1,250,000 sticks of lead daily. In 1940 it changed its name to Eversharp, Inc. and undertook extensive promotion of its products, including the very famous "Take It Or Leave It" radio show. As a result, Eversharp to many people became the generic term for mechanical pencil. The company diversified into razors and blades in 1945, and twelve years later sold the writing instrument portion of its business to Parker.

STEFANIE NELSEN on December 19 joined the Financial Division's Record Center as a File Clerk. She reports to ANNE NAESE (Supervisor, Record Center, Archives and Microfilm).

SUSAN FURAN on December 28 changed status from temporary to permanent employe in the Research Division where she has been a Lab Technician in the Applied Research department. A "temp" since last September, she reports to BARRY JONES (Chief, Chemical Laboratory).

Once again, William D. Tyler's annual collection of the best print production from England includes a Parker ad. Tyler, a regular feature writer for "Advertising Age," gave Collett, Dickenson, Pearce credit for coming up with the ad which compares writing done by a cheap soft-tip and a Parker soft-tip after each had been left overnight without a cap.

PARKER  
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# SHOPTALKER

9 January 1978

for  
Parker Pen  
Employees

Issue 867

A reorganization of the Latin American Area which will unify all subsidiary and distributor markets into one operating unit has been announced by BILL SWANSON (President). Heading up the unit will be ROGER AXTELL (Vice President/International Marketing) who becomes Vice President-Latin American Operations. Remaining as President of Parker Pen Inter-Americana, E. STEWART SKID-MORE will serve as senior advisor for Latin American affairs. Reporting to Axtell, who will continue to maintain his office in Janesville, are:

PETER BATE (President/Parker Argentina), L. JACK BENNETT (Interim General Manager/Parker Brasil), HERNANDO CARDENAS (General Manager/Parker Colombia), JOHN KOZUCH (Manager/Parker Mexico), JACK OTTIKER (General Manager/Parker Peru). Also, ANGUS WALTON (Finance Manager/Latin America) and JONATHAN PARENTICE and the Latin marketing group from Janesville.

IMD staff serving the marketing needs of the Area Management groups will be headed by PAUL CULP (Director/International Marketing).

In line with arrangements made following acquisition, a planned program to purchase the minority interest in Manpower, Inc. was activated on December 30 when Parker purchased 25 percent of the total shares owned by minority shareholders. At the time the Manpower corporation was formed, the minority interest amounted to 20 percent of the stock.

Latest of the "Quiet Pro's" is RICHARD HOLZNECHT (Vice President/Corporate Relations) who was selected for the honor by eleven previous winners of the coveted title conferred yearly by the U. S. marketing division. Purpose of the Quiet Professional Award is to recognize exceptional performance by a Janesville-based Parker employe in support of domestic sales and profit goals. Presentation of a traditional silver box marked the occasion.

Two Arrow Park promotions effective the first of the year have been announced by DON DRAHEIM (General Superintendent), who said MELDA NEGUS and COLLEEN ADAMANY of Final Assembly are now foremen respectively of Third Shift Molding and Second Shift Gold Nib/Ball Point/Systemark. Adamany is the company's current "Miss Penette."

DONNA NOWICKI (IMD) on January 1 became an Order Processing Supervisor at Graphics, Fort Lauderdale. Formerly a Bilingual Secretary, she will report to TOM SEVERINO (IMD Traffic Manager) in her new position.

New at Parker is SUSAN VAN POOL, who on January 3 joined the Financial Division as a Microfilm Clerk. She reports to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm).

If the Equal Opportunity specialist with the U. S. military in Darmstadt, Germany, wants to know how things are shaping up within the unit, he checks washroom graffiti. He likens graffiti to an iceberg, noting that it is an indicator of racial and other tensions which concern the military community. To encourage this form of communication, and perhaps to reduce wear on walls, a poster-size writing pad has been installed in each of the washrooms.

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# SHOPTALKER

16 January 1978

for  
Parker Pen  
Employees

Issue 868

Forecasting an eighth consecutive record year for sales and earnings, The Parker Pen Company last week reported substantial third quarter and nine-month gains. Consolidated sales and earnings reached record levels, it was reported, because pre-Christmas writing instrument sales were high world wide, and new programs and selling aggressiveness by Manpower contributed to its continued growth. It was noted also that Norm Thompson and Fox Point Sportswear in the leisure group improved on previous record performances, while Imperial Industries' problems worsened with deteriorating political and economic conditions in Canada. Figures for the period of report follow:

	<u>Third Quarter</u>	<u>Nine Months</u>
Sales 1976	\$ 93,017,000	\$263,209,000
Sales 1977	115,458,000	312,707,000
Earnings 1976	4,673,000	9,960,000
Earnings 1977	6,443,000	14,574,000
Per Share 1976	\$.59	\$1.27
Per Share 1977	.82	1.85

"The Pen Line News" is the name selected for the new Arrow Park publication which will debut in February. For submitting the winning name, DARLENE BAGSTAD (Metals Inspection) received a share of Parker stock on Wednesday, January 11. Among those witnessing the presentation by JAMES HULL (Director of Manufacturing) were departmental reporters whose efforts will keep the monthly paper filled with news, views and photos. Designated Arrow Park "news hounds" are: SANDY ALLISON, JOANNE BUGGS, LARRY CLARK, JUDY COULTER, DOLORES DILLEY, JO DUNN, GINNY HANSEN, HELEN KERSTEN, SUE KRAFT, RUBY LAWRENCE, CHARLIE SIME, CINDY SIMPSON, NANCY SPENSKE, DOROTHY SPRY, GERI SUMMERBELL and LILA TIFFANY. Coordinator of the project is HARRIETTE WECKERLY (Labor Relations).

An announcement by JOHN GEARY (National Sales Manager) indicates that KENNETH FOBES (Field Sales Manager) has been appointed Southern Division Manager, and that CARL RHODES will become Key Accounts Manager. Both men report to Geary, who said the new assignments are effective immediately.

Look for Parker's full-page ad on the very back of the Janesville Gazette "Progress Edition" which comes out Friday, January 20. In addition to a small amount of copy enlarging the theme, "Parker Quality Begins With People," are photographs of several Arrow Park employees. Shown performing operations unique to the manufacture of writing instruments are VI ENKE, ROSE LUDWIG and LOIS DUNCAN (Final Assembly); SHARON BURMASTER and TOM SNYDER (Ball Point); BOB WEPKING and RALPH STAUFFACHER (Toolroom); and JEFF MILLER (Plating).

## PEOPLE TALK

Early retirement will begin on February 1 for VAURENE CURTIS (Financial), whose last work day at Parker is January 27. She has been with the company 30 years and 11 months. Disability retirement has been taken by LINDA ZEMPEL (Final Assembly) after 17 years, six months with Parker.

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Issue 869

Manpower summed up its most recent quarterly survey with the headline, "Hiring Pace Continues Positive for Start of '78." Seasonal factors, the report said, will result in a slower U. S. hiring pace during the first three months of the year, but hiring plans for the quarter are slightly more optimistic than those of a year ago.

Commenting on the quarterly employment outlook surveys which are conducted as a public service, MITCHELL FROMSTEIN (President/Manpower) said: "Since 1976, Manpower's quarterly forecasts of hiring expectations have been in step with actual increases in the number of people at work. Manpower's hiring predictions last year materialized even when conditions made such forecasts appear exceedingly optimistic."

Manpower survey results reflect the employment intentions for the next 90 days of some 5,000 large public and private employers in the U. S.

EUGENE ROHLMAN today joined Parker as Manager of Public Relations with responsibility for developing communications and public relations programs in concert with over-all goals of the company. He formerly was with the Kohler Company.

Subsidiary item: Female personnel at Norm Thompson's airport shop recently assisted a male customer as he transferred the contents of a broken-down garment bag into one just purchased, admiring as they did so a "simply gorgeous fur-trimmed, sequin-spangled, royal blue velvet cape." It was only after the customer left that they realized the cape was an administrative prop for a convention of gays, just getting underway in Portland.

Within the Financial Division, NEVA FLOOD has been promoted to Order Expediter in the Data Collection Department. She will continue to report to BOB MC LAUGHLIN (Manager, Order Processing and Data Collection).

Recent additions to the Manufacturing Division are DEBORAH DEEGAN and SANDRA HOWADER. on January 9, the former became Secretary to RAY SPAULDING (Manager, Manufacturing Operations/Arrow Park) and ROY SWANSON (Manufacturing Division Controller), and the later began work as a Clerk/Typist reporting to DON DRAHEIM (General Superintendent).

In an intra-departmental promotion effective January 16, ELAINE DOHERTY (Promotional Materials and Sales Supply Coordinator) became Secretary to ED LITTLE (Promotional Materials Manager). Simultaneously, JOAN WOLFE (Records Center) went from the Financial Division to U. S. Retail where she assumed the duties of Promotional Materials and Sales Supply Coordinator. She reports now to IRENE KLEINSMITH (Supervisor/Sales Correspondence).

Two models previously not represented in Parker's permanent Archives collection were donated recently by NATE PAQUETTE (Retired). They were accepted by ANNE NAESER (Supervisor, Record Center, Archives and Microfilm) who said that, while both are Jack Knife Safety pens, one is a relatively rare Royal Purple Ivorine model manufactured between 1920 and 1925. Donor Paquette retired from Parker in 1956.

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Issue 870

Not commonly known is the fact that, for a small extra charge, Parker products may be obtained in custom colors through premium sales divisions of the company, providing requirements for quantity are met as well. Citing a case in point, RUSS FRENCH (U. S. Premium Division Manager) said an order was received this past week from Lab-Line Instruments, a Chicago-area pharmaceutical house, for 7,500 chocolate brown Big Red ball pens.

Confirmation of the order was preceded by an exchange of molding material samples, supplied by Parker, and color chips provided by the customer. Finding the match acceptable, Lab-Line then gave the go-ahead to the U. S. Premium distributor involved in the sale. When production phases have been completed, the custom-colored pens will be shipped to Graphics for lithography.

Organizational changes within the International Marketing Division are as follows: TOM SEVERINO (IMD Traffic Manager) has been promoted to IMD Services Manager, with responsibility for all facets of customer and Area order services. VIVIAN SLOGGY, who will report to Severino, has been promoted from a secretarial position to that of Middle East Area Coordinator. Announcement of the changes was made by PAUL CULP (Director of International Marketing) on January 17.

HELEN FLOOD (Ball Point) has been promoted to the position of Production Foreman, Second Floor Operations, Third Shift. The promotion was effective January 23, according to DON DRAHEIM (General Superintendent) who made the announcement.

After touring Arrow Park recently, Mrs. Howard Miller of Columbus, Wisconsin, wrote as follows: "Thank you for the very nice tour of your plant. We were amazed at how many operations are required to produce a pen. Needless to say, we will appreciate our Parker pens more."

## PEOPLE TALK

Recipients of Service Awards during January were WAYNE HOLMAN (Planning and Control) and ERNEST WOODCOCK (Quality Control, both of whom received 30-year pins, and JACK STEPHENS (Molding), who received his 35-year pin. Service awards for December were not overlooked; there were none.

Winter vacation round-up: IRENE SYMONS (Labor Relations) flew west to spend a week with a sister who lives in Sacramento; JO DUNN (Receiving Inspection), MILLIE SMITH (Shipping), MAXINE CALLISON and MARILYN GRAY (Final) flew to Mexico City in December, then bus-tripped for ten days through the flower-filled countryside; PAT ADAMS (Financial) chose a different ship for her second cruise, but found it equally enjoyable as the first; KAREN PREGONT (Utility) acquired a deep tan during two weeks in Hawaii where her brother is stationed; Hawaii was the choice also for DONNA and BILL VOHS (Financial), who spent two weeks touring the four major islands; NORMA HALVERSON (IMD) and DOLORES DILLEY (Manufacturing), along with their husbands, enjoyed a Caribbean cruise on the "Song of Norway." So did JUDY JONES (IMD) and her husband who, with friends, drove to Florida to catch the ship which leaves each Saturday from Miami.

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6 February 1978

for  
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Issue 871

As an extension of the company's business growth, a study of current and future space needs in the general office building has been completed, and a feasibility probe is now underway to assess the most efficient location for various functions and work groups. According to PHILIP HULL (Vice President/Manufacturing and Facilities), who is heading the probe, structural and remodeling needs are under review as well. He indicated that further announcements will be made as plans are completed and approved.

Parker's Premium Division marketing and sales teams are headed for the industry's giant annual Specialty Advertising Association convention, this year scheduled for Dallas. RUSS FRENCH (U.S. Premium Division Manager) reports that the Parker program this year centers on introducing the elegant Ms. Parker pens inspired by the renowned Italian designer, Emilio Pucci.

Parker promotion of the Pucci pen will be coordinated with the recently introduced Lincoln Continental, also designed by Pucci. Said French: "The two premium distributors who do the best selling job on Ms. Parker will win a year's free use of one of the luxury cars." According to French, this is probably the first time a \$20,000 premium has been used to introduce a \$20 product.

New at Parker are MARVIN PIEROG, who joined the Financial Division as Senior Auditor on February 1, and PAULA TRUESDILL who on February 6 became an Intermediate Clerk in U. S. Premium. The former, who most recently was with Esmark, Inc., Chicago, will report to WILLIAM FAUSAK (Manager, Corporate Internal Audit), the latter to GARY DIETERICHS (U. S. Premium Marketing Manager).

In a continuing series which honors local industry, the Janesville Ramada Inn throughout January featured Parker as its "Company of the Month." Exhibited in the lobby was the "Family Tree of Parker Pens" display, along with an assortment of current-line merchandise. An informative brochure on the company was available for pick-up by guests who paused to inspect the exhibit.

A recent issue of "Modern Medicine" contained a case report on a 63-year-old man whose left chest was pierced when he fell on a ball-point pen. Embedded almost to the cap, the pen moved vigorously with every heartbeat, and the report noted also that the patient's recovery after surgery was uneventful. It was Dr. Ernest Job of Janesville who spotted the familiar arrow clip in photographs accompanying the article, and who brought it to the attention of AL DIOTTE (Executive Vice President/Administration). The doctor's comment: "What a catchy new way to carry a Parker!"

## PEOPLE TALK

February 14 will be the last work day for LILA BUEHL and FRANCES NICHOLS (Gold Nib), both of whom will retire officially at the end of the month. The former has been with Parker 34 years, the latter 44 years, four months. Also retiring on February 28 is LORETTA HOSKINS (Shipping); she has been with Parker just a few days under 34 years.

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# SHOPTALKER

13 February 1978

for  
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Issue 872

An announcement of import to the trade went out late last month from JOHN GEARY (National Sales Manager). In part, it said: "This letter is being sent to let you know that we at Parker are increasing prices on selected products, effective February 1. Price increases are a fact of business today. While we would not do so by choice, we must recognize and provide for the increasing cost of materials and labor. The alternative courses open to us would be to cheapen our products or cut back on our service to you; we will not pursue either of these. Instead, we will continue to emphasize profit, quality and service for both of us."

Products involved in the price increase are the Special and Calendar Jotter, and Park-It ball pen; 45 Flighter fountain and ball pen and 45 Special ball pen; Systemark Imperial, Flighter GT and CT, and all Systemark refills; Classic Flighter, Imperial and Sterling ball pens and mechanical pencils; and three silver Place Vendome models.

Data Processing organizational changes have been announced by R. E. ARN (Director, Management Information), who said the project-oriented restructuring will provide increased support to the department's "customers." Accordingly, VIRGIL WALLEN (Manager, Systems and Programming) on February 1 assumed the position of Projects Manager, NORM AULABAUGH (Information Systems Analyst) became Manager of Systems Development, and the duties of DENNIS JOHNSON (Manager, Computer Operations) were enlarged to include general data management.

A "want ad" for fountain pens of pre-World War II vintage resulted in more than 2,500 replies, claims Frank Ford of Palo Alto, California. Incorporated in the ad was an offer to send a free brochure identifying and evaluating some 20 collectibles to anyone sending in a long, self-addressed, stamped envelope. According to Ford, fountain pen collecting is a relatively new phenomenon, and there is no reliable information on pens to be found in publications on antiques. Based on contact with other enthusiasts, Ford says, "Parker is by far the most popular collectible fountain pen."

Parker Swingers in school colors were selected as gifts for participants in the 1978 Intercollegiate Indoor Tennis Championships held this past weekend in Madison. Eight eight-man teams were hosted by Wisconsin, with the action taking place at Cherokee Golf and Tennis Club where John Powless is the pro.

For those who like follow-ups: "Big Red," the wild hog mascot for the University of Arkansas Razorbacks met an untimely end, it has now been revealed. Shortly after he became the team's mascot, the boar escaped from his pen into a nearby swamp. Recent reports indicate that "Big Red" was terminated by a farmer when the Razorback mascot broke into a pen containing domestic animals.

## PEOPLE TALK

For many years, HENRY GOULD (Retired) was a rockhound: Now, he's into walking canes and he has more than he cares to shake a stick at, according to a recent story which appeared in the Arizona Republic. Currently, he has about 75 in various colors, sizes and designs, all made from mulberry wood harvested in his own yard. Each is a work of art embellished with polished stone, carvings or paint which takes up to 25 hours to complete. But, since making canes is a hobby, Gould says he has given away more than he has sold.

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# SHOPTALKER

20 February 1978

for  
Parker Pen  
Employees

Issue 873

In early planning stages is a National Sales Meeting to be held in late June, according to JOHN GEARY (National Sales Manager) who indicated this will be only the third such event to be staged in the Janesville area. "In 1957 and again in 1962, similar meetings were extremely helpful in synergizing field operations and support divisions within the company." Geary added that announcement of an upcoming meeting ordinarily would not be made at this point, but because local orientation will involve many other elements and people both directly and indirectly, groundwork to insure a successful meeting must be laid well in advance.

Working with Geary on agenda and arrangements is BAYARD RENNIGER (Manager, Distributor Sales) who will serve as chairman for the three-day meeting to be held at Lake Lawn. The latter indicated that committees have been appointed and work has begun on various other areas of responsibility.

Appointment of THOMAS JEFFRIS (Assistant Manager/Military Sales) to the position of Military Sales Manager has been announced by WILLI SIEBERGER (Vice President/North American Writing Instrument Group), who said Jeffris will be responsible for planning and implementing military sales goals and volume. Effective date of the appointment is March 1.

After a three-year study, the Consumer Products Safety Commission has published its final "Technical Requirements for Determining Sharp Points in Toys, and Other Articles Intended for Use by Children Under Eight Years of Age." During the period of study, Parker's trade association (WIMA) went on record as opposing the regulation as it might apply to industry products. It has now been reported by WIMA that the CPSC has declared writing instruments exempt from any bans or labeling requirements because the sharp points in question are functional.

An article which appeared in the December 5 issue of Japan's Nikkei Industrial Daily began with this sentence: "The factory of the Parker Pens head office is located in Janesville, near Chicago, and is well known for mink breeding." Granted, there are a lot of pens at Arrow Park, but they are ink pens, not mink pens. The unlikely reference introduced an otherwise straightforward financial story about Parker and the Japanese market.

A career development move has been made by IGOR MAMANTOV (Market Manager) who on March 1 will transfer from the NAA Marketing Planning Department to the U. S. Retail field sales force. As an Account Manager covering parts of Chicago, Northern Illinois and Eastern Iowa, Mamantov will report to PHIL RITZ (Northern Division Manager).

An interesting call came in recently from a Detroit who asked whether "one of those Parker pens used in the movie '2001' might be gathering dust in a storeroom." If that were the case, he said, he would certainly like to have one. The caller explained further that he belongs to a breed of collector avid to own movie props, and that he had just acquired a book which included a description of the pen. He had to be disappointed, of course. The non-operative prototype loaned to Stanley Kubrick for his space odyssey was shown floating weightless in a brief sequence. It was one of several "dream pens" visualized in Parker laboratories a decade or so ago to show what writing instruments of the future might be like.



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# SHOPTALKER

27 February 1978

for  
Parker Pen  
Employees

*3-1-78 Display case / Division St.  
on article below*

Issue 874

At the huge Specialty Advertising Association winter convention and exposition held in Dallas February 13-17, the Parker/Garrick booth was judged "Best of Show" among exhibitors using 30-or-more feet of exhibit space. In addition, Parker in competition for 1978 Supplier Achievement Commendations received ...

- ... a First Place Award for its entry in the "Photo Etching-Engraving Imprinting category, which measured quality of craftsmanship in graphic arts. The prize-winning product, a walnut cube desk set, was created with Parker's special Lemar process which combines the beauty of brass with the richness of laser engraving.
- ... an Award of Excellence for the "Most Creative Entry Designed for Advertising Specialty Use." Winning this accolade was the "Swinger," described by U.S. Premium as an item which could be tied to a belt, flight bag, purse, clipboard, golf cart, telephone, or anywhere else one might fasten a cord.

RUSS FRENCH (U.S. Premium Division Manager), chairman of the SAAI board for the past year, said the organization represents some 1,900 firms engaged in the manufacture of ad specialty items.

For contributing an amount exceeding established quota, employees of The Parker Pen Company were cited by United Way of North Rock County when the organization held its annual meeting last Wednesday. The "Gold Award" was accepted by ALFRED DIOTTE (Executive Vice President/Administration), who said this is the third consecutive year that Parker has been recognized as an outstanding contributor. Panoramic also was recognized for its achievement in the 1977 fund-raising campaign. At the meeting, Diotte was re-elected to another term as president of the UWRC.

Fifty-one Parker women were among 295 registrants who attended "Hours of Learning/Years of Achievement," a one-day office seminar held last Saturday at Midway Motor Lodge. MARION SCHUMACHER (NAA) CPS, president of the sponsoring SWANI Chapter of the National Secretaries Association, welcomed the group, and ETHEL FAYTLE (Research), general chairman for the event, introduced Dr. Ron Schlattman who conducted the seminar. Dr. Schlattman is with the Department of Office Administration and Business Education at the University of Wisconsin-Eau Claire.

After the surprise visit of her Dutch Penfriend, Ms. Toby Cohen, a native New Yorker, wrote: "I want to thank Parker for introducing us -- a big city gal and a girl from the small city of Amsterdam, with so much in common. I will have a jeweler make up two gold pins, tiny replicas of a Parker pen, not to remind us of how our friendship began, but to remind us how important the written word can be." Ms. Cohen and Martien Carton were computer-matched at Parker's NY World's Fair Pavilion in 1964.

## PEOPLE TALK

Recipient of the only Service Award in February was JOSEPH ANGILELLO (Final Assembly). He received his 35-year pin.

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# SHOPTALKER

6 March 1978

for  
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Issue 875

A major reorganization of the North American marketing function has been announced by WILLI SIEBERGER (Vice President/North American Writing Instrument Group). In making the announcement, Sieberger said that the internal restructuring will reinforce recent changes in marketing approach for the United States and Canada. Named to newly-created positions were:

WILLIAM JUDD (Marketing Planning Manager), who has been appointed Director of Marketing Planning and Logistics. In addition to developing long- and mid-range marketing plans, Judd will be responsible for market research, financial analysis and reporting, and administrative support for marketing products and programs.

BAYARD RENNINGER (Manager, Distributor Sales) who, as Manager of National Marketing Services, will have responsibility for marketing strategies, including advertising and other support activities.

MICHAEL MUELLER (Manager, Sales Administration and Services) who, in his new position as Manager of Customer Services, will be responsible for all services to dealers and customers.

Assessment of space needs of the Court Street building complex continues. Flad & Associates, Inc., a Madison-based architectural firm has been engaged to assist management in its investigation. The Flad group is the same firm which was retained in the early 1950's to design Arrow Park. Further announcements will be published in "Shoptalker" as developments occur.

"Parker: An Export Success Story" was the title of the presentation given by PAUL CULP (Director of International Marketing) last Thursday in Milwaukee when the Wisconsin District Export Council and the Japan External Trade Organization (JETRO) jointly sponsored a seminar on selling to the Japanese market.

Culp told some 100 participants that Parker, an exporter since the turn of the century, enjoys a share exceeding 50 percent of the total export market in writing instruments to Japan, and indicated that the principal base for Parker success there has been the steady development of a reputation for making top-quality writing instruments.

A newly-created position in the Financial Division, that of Senior Auditor, Corporate Internal Auditing, has been filled by CARLOS PALACIOS who will have responsibility for conducting operational and financial examinations of the company's U. S. and foreign operations. Formerly with G. D. Searle & Co., he will report to WILLIAM FAUSAK (Manager, Corporate Internal Audit).

## PEOPLE TALK

On March 31, three Parker people will join the ranks of retirees. They are MILDRED EVERSON (Molding), who has been with the company 36 years, eight months; WILLIAM JONES (Ball Point), with Parker 36 years, 10 months; and MARION LUDWIG (Final Assembly), whose service to the company spans 32 years, three months. Last work day for Everson is March 16, while March 17 will be the last work day at Parker for Jones and Ludwig.

# SHOPTALKER

13 March 1978

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Issue 876

New products and promotions introduced at Spring/Summer Sales Meetings held last week were "extremely well received," according to JOHN GEARY (National Sales Manager) who, with other members of the Janesville traveling team, met first with Northern and Western Divisions at Brownsville, Texas, then with Eastern and Southern Divisions at Port St. Lucie, Florida.

Agenda items based on the theme, "PARKER --We are writing," included market reports, retail and wholesale promotions, national advertising, new products and awards. In subsequent issues, "Shoptalker" will detail various components of the program Account Managers are now taking to dealers.

Members of the Janesville traveling team in addition to Geary were WILLI SIEBERGER, who keynoted at both locations, BOB BOGACZ, BILL JUDD and BAYARD RENNINGER. MATT GREEN served as meeting manager at Brownsville, MIKE MUELLER at Port St. Lucie.

New faces at Parker are those of THOMAS OLIVAS who as Senior Corporate Financial Analyst will report to BILL HUBER (Manager, Corporate Accounting), and NANCY DAHL who, as a Lab Technician in Quality Control, will report to KEN ROACH (Quality Control Foreman). Both Olivas and Dahl reported for work on March 6.

Several organizational changes within the Marketing Planning Department of the North American Writing Instrument Group have been announced by WILLIAM JUDD (Director of Marketing Planning and Logistics), as follows:

DAVID GRIFFITHS (Senior Market Manager) has been promoted to the post of Marketing Planning Manager; GENE SMITH (Market Manager) has been named Marketing Administration Manager; JOYCE ARCHER (Product Administrator) retains the same title but assumes additional responsibilities; and JAMES MC CARTHY (Market Research Manager), named Marketing Information Manager.

A procedure change for all Parker Dental Insurance Plans has been announced by HERB HUEBNER (Personnel Manager). Previously, Huebner stated, all dental treatment programs in excess of \$100 were to be approved in advance by the insurance carrier. Effective immediately, however, advance approval is not necessary unless the amount exceeds \$300. Parker employees are asked to make this change in the claim section of the new dental booklet distributed recently to plan participants. All other details remain as printed in the claim section.

## PEOPLE TALK

March 31 will be the last work day as well as the effective date of retirement for HAZEL WANNIGER (Final Assembly), who has been with the company 27 years and five months, and ROY WOLLIN (Toolroom), who has been a Parker employe 42 years, six months. Both are taking early retirement. March 31 will also be the last work day for CHARLES KLEVICKIS (Manufacturing), whose retirement will be effective May 1. He has been with Parker 21 years and three months.

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20 March 1978

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Issue 877

Since the conclusion of Spring/Summer Sales Meetings in early March, Parker Account Managers have been taking orders for two exciting new products and a third brought back by popular demand. A brief description of each follows:

*Wendee  
Diplay  
Reported  
4/24/78*

Ms. Parker by Pucci, described as "the touch of tomorrow for the woman of today," is exciting, elegant and distinctly feminine. In designs suggested by the noted European fashion authority, Emilio Pucci, the new floating ball pen in two styles features a wide band of gold which can be engraved with name or monogram. Each retails at \$20.

Parker 25, a fountain pen modern in design but traditional in function. Priced at \$10, it has appeal for the young adult, the first-time fountain pen user or anyone who prefers contemporary styling in a writing instrument. There's a matching ball pen at \$6.

Systemark Special, equipped with the new and improved fine-point floating ball refill, re-enters the market at \$3.98 in four barrel colors. Marketing considerations tabled this product temporarily shortly after introduction; it is now back in the line and rolling.

Effective immediately, PHIL RITZ (Northern Division Manager) has been named Director, International Marketing Division. The position has responsibility for providing marketing staff support to the Far East/Australasia Area Managers, and the coordination of Janesville export operations serving distributor markets within the European/African, Middle East, and Latin American areas.

Within U. S. Retail, LAURA SCHULTZ has been promoted to the position of Compensation Coordinator, and JOYCE GRAY to the position of Catalog and Co-op Coordinator. Both will report to JOHN GEARY (National Sales Manager), who made the announcement.

THOMAS MC DONALD on March 13 became a Staff Accountant in the Manufacturing Division. Formerly with the Great Lakes Screw Company, he will report to ROY SWANSON (Manufacturing Division Controller).

Representatives from 15 Latin distributor markets met in Miami March 13-15 to complete sales plans for the remainder of 1978. Condipar III was planned by the Latin American Marketing Group consisting of JONATHAN PARENTICE, LUIS MACHUCA, MARIO COTO, HUGO RONDEROS, KATHY RYDBERG and STEVE MALM.

ROGER AXTELL (Vice President/Latin American Operations) reported that sales to Latin distributor markets increased by 24.7 percent last year. The 15 markets represented in Miami were major Latin distributor markets; there are 30 in all, he said. Five Parker subsidiaries are also included in Latin American Operations.

About 250 kids write Amy Carter at the White House each week. They are sent a replica of a hand-written note that reads, "Thank you for writing to me. I'm glad you are my friend. (Signed) Amy Carter."

PARKER  
PEN

# SHOPTALKER

27 March 1978

for  
Parker Pen  
Employees

Issue 878

Commenting on the new direction for Parker marketing and advertising, MATT GREEN (Manager, Creative Services) told Account Managers at recent Sales Meetings that, "The name of the game is Brand Advertising, and more and more of it will be seen in the next few years." In the end, he said, it all comes down to those three words under the Parker signature, "We are writing."

Emphasizing brand over product, Parker's new ads will appear in 15 leading publications. Their strong, simple, elegant graphics will strengthen consumer awareness of Parker as the name that means the best, the most beautiful, the most valuable in writing instruments. Parker is writing.

In a very dignified ceremony which took place at Buckingham Palace late in January, QE pens were presented to Her Majesty Queen Elizabeth II and Her Majesty The Queen Mother by C. Y. Tung, owner of the R.M.S. Queen Elizabeth at the time the liner sank in Hong Kong harbor. Recessed in the cap tassie of each pen was the Royal Cypher of the recipient.

In a letter to ROGER AXTELL (Vice President/Latin American Operations), Tung described the presentation, stating that both the Queen and the Queen Mother expressed genuine appreciation for the historically significant pens.

Three new employes reported for work in the Manufacturing Division on March 20. They are ROBERT REYNOLDS, Scheduling Supervisor in Planning and Control; WILLIAM CHWALA, Production Engineer; and RICHARD WEISGERBER, who assumed the duties of Quality Engineer. Respectively, they report to ROY WANDA (Manager, Planning and Control), JIM KUKUK (Manager, Production Engineering and Tool Design), and MEL GOODELL (Manager, Quality Control).

For 40 years, John W. Wyngaard covered the affairs of government in Madison, passing along his observations to readers in syndicated newspaper columns throughout the state. In reminiscing about the "old days" when legislators served part time and staffs were virtually unknown, the veteran political journalist said: "I remember the clerk asking whether the legislators wanted plain or ruled paper. They chose ruled paper, so they could sit at their desks and write by hand to constituents."

The Parker 75 Keepsake set Wyngaard received on the occasion of his retirement last month was an especially appropriate gift for someone who for at least two decades has been "Dean of State Capitol correspondents."

## PEOPLE TALK

When CARL CARLMARK (Retired) recently totaled the mileage traveled by various means of conveyance since he started "on the road" in 1910, the startling figures read: Boat 1,010; horse and buggy 2,290; airplane 14,750; train 314,300; automobile 1,808,180. The grand total of 2,140,530 miles included stops at 2,898 towns. Mileage for Carlmark's latest trip, which took him by car to Florida and back, are included in the grand total.

# SHOPTALKER

3 April 1978

for  
Parker Pen  
Employees

Issue 879

An intensive study of the Imperial operation and its long-term profit opportunity has culminated in the sale of Parker's Canadian subsidiary to M. D. Nicholson Ltd., of Toronto. In a joint statement released today, GEORGE PARKER and BILL SWANSON indicated that Parker's withdrawal from the Canadian camping business reflects a corporate decision to concentrate management efforts and financial resources on higher potential operations.

Imperial, one of Canada's leading manufacturers in the recreational field, was acquired by Parker in 1969. A sluggish Canadian economy and the projected slow growth of the camping equipment market there were cited as factors in the decision to sell Imperial.

In the joint statement, Messrs. Parker and Swanson said that "the decision to withdraw followed an intensive study of the Imperial operation and the long-term profit opportunity in this market segment." The study indicated that a restructuring of the Imperial operation would in time restore it to profitability. "However, in the face of a sluggish Canadian economy and the projected slow growth of the Canadian camping equipment market, the investment of management time and the company's money in its higher potential operations would generate a greater return to our shareholders," they concluded.

Parker/Janesville on March 31 concluded the fifth year of its Affirmative Action Program, a written plan which guides the company in its effort to afford equal opportunity to all employees. A statement issued by HERB HUEBNER (Personnel Manager), administrator of the program, affirms that it is the policy of The Parker Pen Company to afford equal employment opportunities to all employees and applicants regardless of race, color, sex, age, religion or national origin.

URBAN "BUD" CANFIELD has been appointed to the position of Northern Division Sales Manager. His former post, that of Assistant Northern Division Manager, has been filled by Account Manager TERRY BOSE. According to JOHN GEARY (National Sales Manager), who announced the appointments, Canfield has been with Parker since 1968, Bose since 1963.

GEORGE ROHRBACHER has assumed full responsibility for the credit and collection function, according to an announcement by DAVID BAUM (Controller, North American Operations). Rohrbacher's promotion to Credit Manager from Assistant Credit Manager was effective the first of the month.

FRANK FUGERA joined Parker's Manufacturing Division on March 28 as Production Engineer, reporting to JIM KUKUK (Manager, Production Engineering and Tool Design). A plating specialist, Fugera formerly was with Roy Boy Industries in Gilmer, Texas.

## PEOPLE TALK

Recipients of Service Awards in March were RICHARD HOLZNECHT (Vice President/Corporate Relations), who received his 30-year pin; DONALD PICKERING (Receiving Inspection) and ALFRED MOORE (General) both received 35-year pins.

PARKER  
PEN

# SHOPTALKER

10 April 1978

for  
Parker Pen  
Employees

Issue 880

Parker Account Managers are in the field generating sales with promotions and programs introduced at recent Spring/Summer Sales Meetings. "Promotions such as those offered by Parker are very important elements in the marketing mix," states BILL JUDD (Director, Marketing Planning and Logistics). "New products, combined with emphasis on brand-over-product advertising, should leave little doubt in the minds of either dealer or consumer that Parker is writing." These promotions are current:

"Bank Account 1979" is a means of encouraging good advertising by retailers. In that sense, it is designed to produce results for both the dealer and for Parker. A double-barreled promotion allowing a \$1 price reduction at retail on Big Red and the Swinger is appealing to both wholesalers and retailers.

Judges for the 1978 Penette Contest will be HOWARD HERRIOT (Legal Counsel), ED LITTLE (Promotional Materials Manager), DON DRAHEIM (General Superintendent), ROY SWANSON (Manufacturing Division Controller), and the outgoing "Miss Penette," COLLEEN ADAMANY (Foreman, Second Shift). Under the direction of DOROTHY THOMAS (Tour Coordinator), the contest will get underway at 8:30 a.m. Wednesday, April 12, in the Arrow Park Cafeteria.

A position within the Tax Department has been accepted by ROGER REETZ (Manager, General Accounting), who in doing so transferred from North American to Corporate Finance. In his new capacity as Tax Compliance Specialist, he will report to DON CARSON (Director of Taxes).

Within the Manufacturing Division, CAROL RUDSER (Receiving Clerk) has been promoted to Accounting Clerk, reporting to ROY SWANSON (Manufacturing Division Controller). Her replacement is MARCIA HAMILTON (Quality Control Lab), who transferred to Returned Goods, and who will report to VERN DAVIS (Receiving Inspection). The moves were effective March 28.

In the International Marketing Division, RHONDA DIEHL has been promoted from the Order Processing section to the Latin American Area, where she will perform secretarial duties for STEVE MALM (Latin American Sales Administrator). The promotion was effective April 3.

Distribution of official Fire Safety Manuals to fifth grade students in the Janesville school system has been completed, according to Chief Arthur Sarnow who said the Janesville Fire Department obtained the booklets through the National Fire Safety Council. Along with other local business/industry groups, Parker helped underwrite costs of procuring and distributing the educational material.

## PEOPLE TALK

Some 200 members and guests attended the 44th Annual Meeting of the Parker Pen Credit Union at the "Left Guard," last month. New directors are GERALD HEROLD (Research) and JIM ARNESON (Manufacturing). Re-elected were LEONA SCHMIDT and ROGER REETZ (Financial).

Publications pertaining to Social Security are now available in the Personnel Offices at both Court Street and Arrow Park, according to MARGARET POWERS (Pension Specialist).

PARKER  
PEN

# SHOPTALKER

17 April 1978

for  
Parker Pen  
Employees

Issue 88!

Parker's eighth consecutive year of record sales and earnings was announced last Thursday by GEORGE PARKER and BILL SWANSON who said, "Writing instrument operations accelerated the growth of company earnings and set new records. Manpower, Inc. far surpassed its previous results, and a new record was also set by Norm Thompson." On balance, it was noted, the year was characterized by intensified new product and new market development throughout all major operations. New facilities were provided or started for Sintered Specialties, Garrick and Norm Thompson, and plans for the expansion of writing instrument production capacity are underway in France and Spain.

Reported were consolidated net earnings of \$16,288,243, or \$2.06 per share, an increase of 25.9 percent over the \$12,932,747, or \$1.65 per share, attained last year (restated to reflect a five-for-four split of common stock in August). These record results were achieved despite the writing off of \$.67 per share associated with the sale of Imperial Industries. Sales were \$409,005,990 compared to \$337,724,399 for the previous year, an increase of 21.1 percent.

In the fourth quarter, earnings were \$1,713,808 or \$.21 per share after a charge of \$.35 per share relating to the sale of Imperial/Canada. This compares to \$2,972,988, or \$.38 per share, reported for the same period last year.



Along with naming CINDY SIMPSON (Quality Control) "Miss Penette of 1978," the contest last Wednesday was noteworthy from one other standpoint -- for the first time in the 28-year history of the program, males participated in the traditionally female event. In fact, after the scores were tabbed, the new group of tour guides included DEAN CAMPBELL (Plastics) and CHUCK ROTE (Gold Nib Inspection), as well as NANCY BRAUN (IMD), DEBORAH DEEGAN (Plant Accounting), MARCIA HAMILTON (Returned Goods), PAULA TRUESDILL (U.S. Premium), JO ANN BRUEGGER (NAA), EARLIE HODGES (IMD), MARY JANE JOHNSON (Service), JUNE LOERTSCHER (Gold Nib), and LUCY OLSON (Research). The latter five served on the preceding Court of Honor.

Specially imprinted Jotters were presented last Monday to Parker employees attaining a perfect or excellent attendance record last year. Accompanying each award was a congratulatory letter from BILL SWANSON (President) expressing his personal appreciation for the achievement which, he said, "requires a tremendous amount of dedication." Some 25 employees at Court Street and 86 at Arrow Park received the personalized Jotter in recognition of their efforts.

At the 31st annual POPAI Merchandising Awards Contest held recently in New York City, Parker was awarded "Best of Class" for its 1977 Christmas Santa display which competed in the category for pre-packed counter units. According to ED LITTLE (Promotional Materials Manager), this is the third such citation Parker has won in four years, and brings to eight the number of Indian statuettes awarded to Parker in the past seven years by the Point of Purchase Advertising Institute.

Last week, the 100th Non-Exempt "A" job opening was posted, according to MARION HILL (Personnel Administrator), who indicated that the present system of job posting went into effect in March, 1974. Commenting on response generated by the postings, Hill noted that 53 percent of the openings were filled from within, and most represented promotion to a higher-level position.



PARKER  
PEN

# SHOPTALKER

Issue 881 - Continued

DAVID REINERT on April 3 became Manager of General Accounting and Budgeting, a newly-created position which also carries responsibility for Data Collection and Payroll. Reinert, who formerly was with Armour-Dial in Phoenix, reports to DAVID BAUM (Controller/North American Operations).

Appointment of JONATHAN PARENTICE (Latin American Marketing Manager) to the position of General Manager of Parker Pen/Brasil has been announced by ROGER AXTELL (Vice President/Latin American Operations), who said the promotion was effective April 1. Parentice will head-quarter in Sao Paulo after May 1.

In a reorganization of the International Marketing Division's marketing services function, REED TAYLOR (Product Manager) and JEFF MATTSO (Marketing Services Manager Far East/Mid-East) have been named Marketing Services Manager respectively for the Middle East/Europe-Africa and Far East/Australasia. Both report to PHIL RITZ (Director/International Marketing), who made the announcement.

With the transfer of Subsidiary Order Control to Arrow Park, RUTH LAUERSDORF has rejoined the International Marketing Division's Order Section. She reports to ISLA SCHUMACHER (Order Processing Supervisor).

MICHAEL GARITY, formerly with Oster Corporation in Milwaukee, has joined the Manufacturing Division Planning and Control Department. As a Production Scheduler, he reports to ROBERT REYNOLDS (Scheduling Supervisor).

Within the North American Area, MARILAN KUSKE (Art Assistant) has assumed secretarial duties for BAYARD RENNINGER (Manager, National Marketing Services). Her promotion was effective today. Replacing Kuske as Art Assistant in the Creative Services Department is CINDY SCHELDROP who began work at Parker on April 17. She will report to BOB BOGACZ (Art Director).

Subsidiary Item No. 1: To illustrate an article in its March issue called, "The Man in the Hat Comes Back," Esquire magazine enlisted the services of George Willig, who last year startled the world by scaling New York's 110-story World Trade building. Of special interest is the fact that, from 16 photos showing Willig in as many types of headgear, Esquire selected and blew up for the article's lead-in a head shot of Willig wearing Norm Thompson's Irish country hat. The caption identified it as "this country's best seller."

Subsidiary Item No. 2: Over the past few years, employes at Parker/Newhaven in England raised enough money to buy five guide dogs for the blind. Now they have embarked on a new venture to help kidney patients at Brighton's Royal Sussex County Hospital. Checks in £1000 increments are donated for the maintenance and operation of the hospital's renal unit machines.

## PEOPLE TALK

MARGARET SORENSON (International Marketing) will retire on May 1 after 17 years with Parker. Her last work day as Coordinator-Order Processing Section will be April 28.

PARKER  
PEN

# SHOPTALKER

24 April 1978

for  
Parker Pen  
Employees

Issue 882

At the Board of Directors' meeting last Wednesday, Chairman GEORGE PARKER reviewed general plans for a major remodeling of the company's world headquarters building on Court Street. The project received generally favorable consensus, and the feasibility study will continue under the direction of PHIL HULL (Vice President/Manufacturing and Facilities), project coordinator. Hull is being assisted in the planning by Flad & Associates, Inc., a Madison architectural firm. In stepping up planning activities, several committees were designated, with members to be added later:

General Policy -- GEORGE PARKER, Chairman; BILL SWANSON,  
AL DIOTTE, PHIL HULL

Communications -- RICHARD HOLZNECHT, Chairman

Employe Relations -- E. H. SEIBERT, Chairman

Financial Plan -- CLARENCE SCHAEFER, Chairman

An overall objective of the project, according to Hull, is to provide "a maximum building for a minimum of cost." Another goal would be minimum disruption of normal working schedules during the period of construction, he said. Shoptalker will carry announcements as plans unfold.

A 25 percent dividend increase, termed "appropriate in view of Parker's recent earnings record," was declared by the Board of Directors last Wednesday. The increase raised the annual rate from \$.48 per share to \$.60 per share, or from \$.12 to \$.15 per share quarterly.

In commenting on the action, GEORGE PARKER said that company management was "encouraged by the solid growth last year by both the Writing Instrument and Manpower divisions, and growth in the world market base for those products and services."

An improved handling of dental insurance for husbands and wives, both of whom work for Parker/Janesville, has been announced by HERB HUEBNER (Personnel Manager), as follows: "All dental claims will be paid the same as though the spouses worked for different employers. In other words, on a given dental claim, each spouse may file a claim and, in total, they may be reimbursed for up to 100 percent of the eligible charges." Huebner said the new handling, effective the first of April, parallels a medical claim procedure that has been in effect for some time.

DON DYKE (Engineering Manager/Sintered Specialties) was guest lecturer in April for powder metallurgy students at Hennepin Technical Center in the Minneapolis area. In Chicago on April 20, he spoke on "Sintered P/M Stainless Steels" at an educational seminar sponsored by the American Powder Metallurgy Institute.

Following a recent visit to his homeland, Miami Herald reporter Roberto Fabricio noted this about Cuba's Fidel Castro: "... I saw him standing at the door, his face stern. ... Castro, wearing his familiar olive fatigues, had a Parker pen and wore a Seiko watch. His gun holster was propped next to a huge digital clock."

PARKER  
PEN

# SHOPTALKER

1 May 1978

for  
Parker Pen  
Employees

Issue 883

Since the formation last July of a Parker Energy Council, an estimated \$20,000-\$30,000 has been saved, according to LLOYD HORNBOSTEL (Manager, Manufacturing Engineering) who chairs the eight-person council which meets monthly to review employe suggestions for conserving energy. Keying on the successful program at Parker, the group has prepared for community use a 30-minute slide show covering such topics as fuel evolution and energy types, and alternate energy sources, including nuclear power.

On Thursday, May 4, at 7 p.m., Parker's Energy Council and its slide program will be featured on Total TV. There will also be opportunity during the hour-long program for viewers to question panel members via open telephone line. In addition to Hornbostel, members of the PEC are JANE BATTERMAN (Research), MARION HILL (Personnel), BILL KLATT (Planning/Control), MARION KUEHNE (Financial), BOB LOGTERMAN (Toolroom), and HARRIETTE WECKERLY (Labor Relations).

In reaching \$10 million in shipments, GORDON WEST (San Francisco) established a new high among the exclusive group of Parker Account Managers who make up the Golden Arrow Club. Established in 1929, the club's membership consists only of those AM's who have achieved plateaus of one, three, five, seven or nine million dollars in, not orders sold, but orders shipped. West's outstanding record was recognized when Western and Northern Divisions met in Brownsville, Texas for Spring/Summer Sales Meetings.

Other AM's reaching significant levels were MATTY MONDANILE (Eastern Division), who received his \$7 million pin; BOB ENOCHS and MIKE KLISTER (Western Division), both of whom received \$3 million pins. The awards were presented by JOHN GEARY (National Sales Manager).

CHARLOTTE MC WILLIAMS today joined the Manufacturing Division's Industrial Relations Department, where she reports to HARRIETTE WECKERLY (Industrial Relations Assistant). She replaces KRIS ANDERSON (Receptionist/Personnel Clerk) who has been promoted within the division to Engineering Clerk. In her new position, she will report to ED TERNEUS (Manager, Plant Facilities).

GENEVIEVE JOYCE, who performs secretarial duties for JOHN GEARY (National Sales Manager), was named "Secretary of the Year" by the SWANI Chapter of the National Secretaries Association International. The announcement was made at the organization's guest night dinner Tuesday, April 25, at Krause's Town and Country Restaurant.

In observance of National Secretaries Week which concluded last Saturday, Manpower, Inc. surveyed 170 "Secretary of the Year" winners to determine the person from whom they would most like to take dictation. In order of preference the SOTY's chose: President Jimmy Carter, "Jimmy the Greek," Johnny Carson, F. Lee Bailey, Billy Graham, Mike Wallace and Abigail Van Buren.

At an awards banquet concluding Junior Achievement's six-month fiscal year, a handsome trophy was presented to JAPAR for having produced the "Best Annual Report" of the eight companies making up the current Janesville program. In attendance were some 135 Junior Achievers, guests and advisors. In the latter group were ED ARN (Director, Management Information), Coordinating Advisor for JAPAR; LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), Production Advisor; ROY SWANSON (Manufacturing Division Controller), Financial Advisor; and DAVE GRIF-FITHS (Marketing Planning Manager), Marketing Advisor.

JAPAR produced a profit of 10 percent on sales of over \$700. During its six months of operation, the mini-business manufactured, produced and sold decorator candles, the "World's Safest Dart Game," plant supports and lawn sprinklers.

Area personnel are here this week for individual meetings with Janesville-based management and staff, and to discuss as a group matters of mutual concern and responsibility, according to BILL SWANSON (President) who set up the four-day agenda. Assembled here from various parts of the world are C. E. BOGGS, RICHARD BREWER and MICHAEL PAI (Far East), STEWART SKIDMORE (Latin America) and TREVOR WATSON (Europe/Africa).

In "The Woman's Dress for Success Book," a spin-off of "Dress for Success" which was for men, John T. Molloy advises women on accessories, saying: "Carry only a gold or silver pen. Under no circumstances should a business-woman use a cheap pen or pencil in front of anyone else."

A consultant to several large corporations on the problems of dress, Molloy in his previous book gave men the same advice, stating that the man who writes with a \$25 pen will never be considered poor or a slob. If he writes with one costing 25¢, he could very well be considered both.

Brazilians are not yet major letter writers, but they're picking up the pace. On a per capita basis, the average Brazilian received 9.2 letters in 1974; in 1977, the average had risen to 18.7. For Argentinians, the average last year was 40 pieces. By way of contrast, the per capita average for Americans is 440. The interesting figures were passed along by ANGUS WALTON (Manager of Finance/Latin American Area) who read them recently in a financial newsletter.

Some 750 local GMAD salaried employees recently received a Classic Flighter in recognition of the group's contribution to the corporation's over-all results during the preceding year. On the clip of each pen was a blue and white emblem incorporating both GM and GMAD logos. The Parker ball pens were presented at a business meeting and dinner held April 16 at the convention center of Henrici's Clock Tower Inn, Rockford.

A customized crochet hook for arthritic hands can be made from an old ball pen. In brief, here's how it's done: Remove internal parts from the barrel. Wrap shank of crochet hook with sticky tape, insert crochet hook as you would a refill. Stuff rest of cavity with cotton or foam rubber to hold shank of crochet hook in position. Replace top.

#### PEOPLE TALK

Service awards in April went to ROY COYLE (Manufacturing), who received his 25-year pin; and to WILLIAM SCHIEFELBEIN (Quality Control) and LEROY OSMOND (Metals), both of whom received 35-year pins.

# SHOP TALKER

8 May 1978

for  
Parker Pen  
Employees

Issue 884

Within the next couple of months, the focus will be on working environments as open house events are held in Janesville and Dallas. Of the three buildings involved, one is newly occupied, one is nearing completion, and the third will celebrate an important service milestone. Coming up in order of their occurrence:

Sintered Specialties, a division of Panoramic Corporation, will hold an open house on Sunday, May 21, from 2-4 p.m. The new 41,000 square foot, steel and masonry facility located at 3330 Palmer Drive, has been in use since last January. Sintered employes some 130 people in making powder metal parts for a variety of industries.

On or about the first of June, the Garrick Company will move to its new manufacturing plant and distribution center now nearing completion in Redbird Industrial Park, Dallas. Inspecting construction progress recently, PHIL HULL (Vice President/Manufacturing and Facilities) noted that the move to the 41,000 square foot prefabricated facility will consolidate operations located at present in seven separate buildings.

Thursday, June 22, has been selected as the date for observing Arrow Park's 25th anniversary. There will be an open house, plant tours and refreshments, including a birthday cake, and all Parker/Panoramic employes, their families and retirees will be invited to attend. HARRIETTE WECKERLY (Industrial Relations Assistant), who is in charge of general arrangements, said that initial planning for the event is under way, and that sub-committee chairmen will be appointed soon.

SANDRA CONRAD on May 1 joined the International Marketing Division as an Order Processor. She reports to ISLA SCHUMACHER (Order Processing Supervisor).

Also on May 1, TERESA SCHULTZ assumed secretarial duties for WILLIAM FAUSAK (Manager, Corporate Internal Audit). She formerly was secretary to JONATHAN PARENTICE (General Manager/Parker Brasil) who was transferred recently to South America.

A part-time position in the Financial Division has been filled by SUSAN WILLIAMS who on May 1 joined Parker as Library/File Clerk in the Reference Room. She reports to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm) who assumed responsibility for the Reference Room with the promotion of MARGARET KLIPPEL (Research Librarian) to the position of Secretary to JOHN FABKE (Patent Counsel) in the Legal Division.

According to MARV BARNES (Manager, Office Services), research under the new arrangement will be performed by designated departmental personnel rather than the Reference Room librarian. The latter will be available only from 9 a.m. to 12 noon to route materials, maintain records, assist users looking for specific publications, etc. Indoctrination sessions were held recently for departmental personnel who will in the future be making use of the Reference Room.

For some years, employe health insurance claims have received the careful attention of BETTY JOYCE and DOROTHY ERBES (Group Insurance Administrators). With their almost simultaneous retirement within the next few months, the decision has been to transfer processing to the Prudential Insurance Company while they can assist with the transition.

In making the announcement, GENE SEIBERT (Vice President/Personnel) stated that, in the hands of Prudential's staff of specialists, the new procedure should provide faster service. "In fact," he said, "Prudential assures us that after a brief start-up period, 90 percent of our claims can be settled and paid within ten working days. To file a claim, all the employe need do is fill out one of the new forms and send it in its pre-addressed, attached envelope to Prudential in Minneapolis."

For specifics on how to file a claim under the new system, information sheets are available at Court Street from the Personnel Department, or at mail desks on each floor. At Arrow Park, they may be obtained in the Health Department or at the desk of each department clerk. New claim forms will be available from Court Street/Personnel and Arrow Park/Health departments after May 15.

George J. Scherer of Brookfield, Wisconsin, took pen in hand to tell Parker about his recent experience, as follows: "Last Friday when removing my shirt, I neglected to remove my Parker ballpoint from the pocket. The shirt, with others, was soaked in Axion Friday night, Saturday and Sunday. Then on Monday, the shirts were washed and put in the dryer. The pen was discovered, still in the pocket, on Tuesday when it was being pressed. To my amazement the pen still worked, wrote as well, and the shirt pocket was not spotted or soiled by the ink."

### PEOPLE TALK

May 31 will be the last work day at Parker for these Arrow Park and Court Street people: RICHARD O'CONNOR (Toolroom), who is taking voluntary early retirement after 24 years with the company; DOROTHY BARRETT (Legal), with Parker 18 years and eight months; ROY COYLE (Planning and Control), who has been with the company 25 years and one month; JOHN DYSON (Research), whose service record extends to 41 years, eight months; and DOROTHEA ZIERATH (IMD), who has been with Parker 31 years and three months. Disability retirement will begin on May 31 for MELVIN MILLER (Toolroom), most senior employe on the #1266 roster, who has been with the company just a few days short of 42 years.

When Systemark was introduced several years ago, Parker tour guides received a T-shirt with the slogan, "You've got to feel it to believe it." It wasn't long before the one belonging to BARB RUF-LEDT (IMD) was confiscated by her brother, Rob Anderson, a student at Chippewa Falls High School. Just recently, Rob informed his sister that the shirt is considered "lucky" by members of the school's track team, and that as a meet progresses, it is stripped off and passed along to the next individual to compete. Obviously, there is no reason to question the lucky T-shirt's power -- the CFHS track team is first in district competition.

PARKER  
PEN

# SHOPTALKER

15 May 1978

for  
Parker Pen  
Employees

Issue 885

In the May issue of its authoritative stock guide, Standard & Poors Corporation indicated that Parker common stock has been given a change in rating from A- to A. Translated into non-financial terms, the publication is saying that Parker stock is now rated "high" instead of "above average."

It is believed that Parker joins only a handful of other Wisconsin blue-chip firms in gaining this recognition. They include Fort Howard Paper Company, Cutler-Hammer, Kimberly Clark, and Oscar Mayer.

Seven major committees will plan Arrow Park's 25th anniversary celebration to be held on Thursday, June 22, according to HARRIETTE WECKERLY (Industrial Relations Assistant) who is general chairman of the event. Named as committee chairmen were DOLORES DILLEY (Secretary/Coordinator), Invitations and Publicity; ROBERT WEPKING (Toolroom), Door Prizes and Gifts; JIM KUKUK (Manager, Production Engineering and Tool Design), Tours; MARCIA FANNING (Gold Nib), Reception; GINNY HANSEN (Corporate Manufacturing Services), Decorations; LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), Parking and Traffic; DENNIS ZELENY (Labor Relations Administrator), Safety and Health. Each chairman will have at least four committee members to assist in formulating plans for each area of responsibility.

CINDI SIMPSON (Quality Control) last Wednesday night officially began her reign as "Miss Penette of 1978" when the large-scale pen symbolic of office was handed over by COLLEEN ADAMANY (Foreman, Second Shift), holder of the title during the preceding year. The occasion was shared by the new titleholder's Court of Honor, supervisors, contest judges and special guest JIM HULL (Director of Manufacturing). GENE ROHLMAN (Public Relations Manager) was master of ceremonies for the traditional event held at the Janesville Country Club.

Last week, experienced guides evaluated and critiqued one-hour tours of Arrow Park conducted by guides new to the program. The rigorous three-week training schedule was set up and supervised by DON DRAHEIM (General Superintendent).

JANINE PETERSON today joined U. S. Premium as an Order Processor, reporting to GARY DIETER-ICHS (Marketing Manager). Within the department, MARSHA IHRKE is being promoted to the position now filled by VIRGINIA TABOR who will begin early retirement on June 9 after 10 years and four months with the company.

## PEOPLE TALK

JOHN EMRICK (President/Norm Thompson) was one of more than 4,700 runners to compete in the recent Boston Marathon, an annual event which draws the finest distance runners in the world as well as an estimated one million spectators. Although Emrick was not among the top finishers, it is reported that he ran the 26 mile 385 yard course in a very respectable two hours and 55 minutes, for an average of less than 6.75 minutes per mile. Oregon with 35 entrants had the third largest number of contestants in this year's marathon. It was, incidentally, the 82nd running of the historic race held traditionally on Patriot's Day, a state holiday in Massachusetts.

PARKER  
PEN

# SHOPTALKER

22 May 1978

for  
Parker Pen  
Employees

Issue 886

World Trade Week, May 21-27, is normally a routine affair. This year, however, calling attention to trade and exports has taken on a sense of urgency. In 1977, the U. S. suffered its largest trade deficit ever -- \$26.6 billion. Simply, it means that we bought more in imports than we sold in exports, due largely to the huge cost of imported oil.

"One out of every two jobs at Parker/Janesville exists because of exports and investments overseas," states ROGER AXTELL (Vice President/Latin American Operations) who has been active in industry and trade efforts to stimulate exports. "But, only 6 percent of U. S. companies are exporting. We must do better. We must be more aggressive, more competitive. Exports not only help our country, but they create new jobs. It is estimated that \$100 million in new export sales creates 4,000 new jobs."

World Trade Week is sponsored by the U. S. Chamber of Commerce and designated by Presidential proclamation ... but this year, it carries with it a pointed reminder that the nation must increase exports.

"PARKER -- We Are ..." has been chosen as the central theme for the National Sales Meeting to be held at Lake Lawn and in Janesville June 27-30. Sub-themes will visually and verbally tie in such elements as people, performance, products, etc., which over the past 90 years have contributed to the company's growth. The three-day birthday observance will also set the stage for launching an exciting Christmas selling program in the field.

Commenting on the meeting, Chairman BAYARD RENNINGER (Manager, National Marketing Services) said it represents an interesting "first" in that wives of Account Managers will also attend the meeting. "Behind every Parker representative is a patient, understanding spouse who in a hundred important ways assists her husband with his professional selling career. Our invitation to participate in this particular meeting recognizes that fact, and expresses our appreciation for that support," he said.

LAIRD SALISBURY on May 15 joined Parker as Foreign Tax Administrator, a new position in the Financial Division's Corporate Finance Department. Formerly with Bucyrus-Erie Company in South Milwaukee, he reports to DON CARSON (Director of Taxes).

DOUGLAS DELLING starts this week as a Chemist in the Applied Research Department, Research Division. He will replace JOHN DYSON (Basic Studies) who will retire at the end of the month. Delling, who was employed formerly by Far-Mar-Co. of Hutchinson, Kansas, will report to ROBERT BURKHALTER (Director of Applied Research).

## PEOPLE TALK

Number 11 recently played an important part in the lives of ROBERT COLLINS (General Attorney) and RUSS FRENCH (Manager/U. S. Premium). The former for the eleventh consecutive year was elected President of the Janesville School Board, the latter reached the 11 gallon donation mark during the last visit here of the Red Cross Bloodmobile.

*Wendover Division  
5/22/78  
display*



PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

5 June 1978

Issue 888

Continuing a two-year resurgence, sales of writing instruments at retail prices in 1977 topped the \$1 billion mark for the first time in the industry's history, according to the Writing Instrument Manufacturers' Association which released the information last week. The figures included both sales in the U. S. and overseas markets. Excerpts from WIMA's release indicate that ...

- ... unit sales of writing instruments also hit an all-time high
- ... dollar sales of writing instruments registered a gain of 13 percent over the previous year; for the two-year period the jump was 26 percent
- ... ball pens continue as the industry's top seller in both units and volume, but dramatic gains were recorded for mechanical pencils and fountain pens for the second straight year
- ... fountain pens reached their highest level in more than a decade, affirming the industry's faith in the viability of this long-established product
- ... roller pens, like Parker's "floating ball," will help sustain the vigorous sales momentum displayed by the entire industry over the past two years.

As part of a continuing program to keep the financial community current on Parker progress, some 230 analysts recently were sent an "Annual Report That Writes." A click of the window Jotter each received brings into view a handy comparison of fiscal 1977 and 1978 sales, earnings per share, dividend payout and rate of increase from continuing operations. The unusual Annual Report was sent to the influential group by CLARENCE SCHAEFER (Vice President/Finance).

DORIS PAUTZ (Travel) recently completed a training program for Corporate Travel specialists, sponsored by Eastern Airlines. The one-week course was held in Miami, Florida.

From "Shoptalker" Twenty Years Ago Last Month: Plant Superintendent L. JACK BENNETT (Manufacturing Manager, Parker/Brasil) commented on the effect of the Jotter on Arrow Park, stating that with new tools and equipment, "We've learned to work fast with close tolerances" in turning out thousands of ball pens each day; Herbert Hoover appeared in a Parker ad which ran in the Saturday Evening Post; several Parker employees met with Prof. George R. Sell, an engineering professor at the University of Wisconsin, to learn the theory and application of writing technical reports; spectators were drawn to the Parker exhibit at the YMCA Industrial Show where a brainy IBM computer drew pictures of the company's new corporate symbol; service anniversaries were observed in April by RUTH BARKER, EDWIN MALONE, LEE ROY SCHUMACHER, and in May by ANNA FLANIGAN and CHARLES MEYER (Retired).

Visiting here for three-days in May were Mr. and Mrs. Denis Jen of Taipai, Taiwan. Mr. Jen, who is a frequent International Marketing Division guest, is Parker distributor for Japan, Taiwan and Korea.

Some 420 family members and area people on Sunday, May 21, availed themselves of the opportunity to see firsthand how powdered metal can be transformed with pressure and heat into parts which defy machining. On hand to welcome guests to the new Sintered Specialties building was JOHN ANDERSON (Vice President/Panoramic) who has been general manager of the division since 1963. Although the tour was self-guided, Sintered personnel were at work stations and displays to answer any additional questions guests might have concerning the operation.

On the previous Wednesday, approximately 80 members of the Janesville Area Chamber of Commerce donned safety glasses and toured the new facility located at 3330 Palmer Drive.

A small gold lady's pen manufactured between 1922-1925 and two Lucky Curve Jack Knife pens dating from 1917 have replaced incomplete models in Parker's permanent archives, according to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm) who received them recently from Ms. Barbara Cook of St. Petersburg, Florida. Ms. Cook, who formerly lived in Janesville, indicated that at various times in the past, her sister, mother, two aunts and her grandmother were employed by Parker. She also returned two books written and autographed by George S. Parker.

Subsidiary Item No. 1: During the ten years it took to get established in New York theatre, Linda Lavin supported herself with temporary office jobs provided by Manpower. Who is Linda Lavin? Right now, she's best known for her TV role as "Alice," the dark-haired waitress in Mel's Diner. The sit-com's fictional setting is Phoenix.

Subsidiary Item No. 2: At London's most recent International Boat Show, the sum of £1000 was presented to the Royal Navy Lifeboat Institute by Parker. Since the money came from the sale of special edition pens made from brass recovered from the wreck of the Queen Elizabeth, the check appropriately was a four-foot long replica of the great liner. The giant check was presented by JAMES MOLLER (Director/Parker England) and accepted by Vice-Admiral Sir Peter Compston, chairman of the R.N.L.I. fund-raising committee.

Subsidiary Item No. 3: JOHN EMRICK (President/Norm Thompson) has announced the following promotions: DAN INDGJERD to Vice President/Marketing; ROY MORSE to Vice President/Administration; LOUIS JAFFE to the position of Controller. He also announced the promotion of CRAIG DEWEY to Vice President of PARMA Advertising, NT's agency which creates catalogs, magazine and newspaper ads for the company.

DENNIS PORTER on May 22 joined the Manufacturing Division as a Staff Accountant, reporting to ROY SWANSON (Manufacturing Division Controller).

SHARMIAN JESSIE is the new voice on the Switchboard. She joined the North American Finance Division on June 1, and she reports to MYRTLE TROSTEM (Supervisor, Telephone Wire Communications and Office Equipment).

#### PEOPLE TALK

Last work day at Parker for STANLEY ROEHL (Ball Point) will be June 15. His retirement will be effective at the end of the month after 35 years and nine months with the company.

PARKER  
PEN

# SHOPTALKER

12 June 1978

for  
Parker Pen  
Employees

Issue 889

Working against the clock as the National Sales Meeting approaches are various committees whose combined efforts promise to make the meeting one of the most memorable in Parker sales history. Assisting JOHN GEARY (National Sales Manager) and Chairman BAYARD RENNINGER (National Marketing Services Manager), who themselves are handling Lake Lawn Reservations, Scheduling and the Agenda, are the following committee members:

JOHN GIBB, TOM JEFFRIS and JIM MC CARTHY, who are arranging Social Activities and Transportation; JOYCE ARCHER, MIKE MUELLER and GENE SMITH, who are lining up the Ladies Activities and Tours. Others within the North American Area group who are providing assistance are MATT GREEN, BILL JUDD, ED LITTLE, DAVE GRIFFITHS, RUSS FRENCH, and GARY DIETER-ICHS. GENE ROHLMAN (Public Relations Manager) is also assisting with meeting preparations.

In conveying some of the excitement felt here, Geary recently told the field sales force, "We are looking forward to seeing you and telling you about Parker and how we're ON THE MOVE!" From Tuesday, June 27, through Friday, June 30, that's exactly what the NAA group will do at Lake Lawn and in Janesville.

At "Sing Out" ceremonies held on Friday, June 2, international students who attended local high schools during the past year received Parker 75 fountain pens as mementoes of their stay in Janesville. At Craig, the gift pens were presented by CHRIS MARQUEZ (IMD Administration Manager), and at Parker by JEFF MATTSON (Marketing Services Manager: Far East/Australasia). The ten students represented the countries of Australia, Brasil, Colombia, Germany, Italy, Nicaragua, Sweden and Uruguay. Sponsoring organizations were A.F.S., Rotary International and Youth for Understanding.

New in the Personnel Division are CAROLYN WUEBBEN, who on June 5 filled the new position of Personnel Representative, and ELAINE GRENZOW, who today became Secretary to HERB HUEBNER (Personnel Manager). The former is a recent graduate of the University of Wisconsin-Whitewater, the latter from Blackhawk Tech.

SHIRLEY MANSER has been promoted to the position of Supervisor-Subsidiary Order Control, with responsibility for coordinating and overseeing all activities necessary to process subsidiary orders through the Janesville order-processing system. The announcement was made by IVARS PETROVSKIS (Director of Corporate Manufacturing Services).

PAT ADAMS (Corporate Finance) and GINNY HANSON (Manufacturing) on June 1-2 attended a Secretarial Seminar sponsored by the Management Institute of the University of Wisconsin.

Specially imprinted Swingers and Big Reds are being sold to raise funds for the U. S. Ski Team, according to RUSS FRENCH (U.S. Premium Manager), who said the all-white pens feature the team's official logo. The program was put together by Sales Guides of Mequon, and launched at the New York Premium Show in May.

A jury in Salt Lake City decided late last week that the so-called Mormon will, purported to have been executed by Howard Hughes, was a fraud. The decision came after almost seven months of testimony, including that of 11 handwriting analysts who gave contradictory opinions. Jurors saw more than 700 exhibits and 480 copies of Hughes' handwriting.

During the next twelve months, WIMA's Public Relations Committee will focus effort on enlisting educators and parent groups in "going to war against illegible handwriting," urging them to do something about the deteriorating state of handwriting in the U.S. The Committee will continue to direct similar efforts toward the trade press.

Subsidiary Item No. 1: When Parker/Newhaven, England, installed a new computer for stock control, the old NCR400 was offered in turn to four area colleges. Although the gift would include free delivery, installation and loan of staff to explain operation, all four colleges refused the offer because maintenance charges of £900 a year were prohibitive to school budgets. The five-year-old computer eventually had to be consigned to a scrap dealer.

Subsidiary Item No. 2: LIZ MORRIS (Public Relations/Norm Thompson) reports that "Norma" and "Tom," a handsome pair of mallards, have taken up residence in Lake Savinar, close by NT's employe lunchroom. She said the ducks are so accustomed to their rich diet of corn chips and other goodies that they peck at the door as soon as there is movement inside. "Norma" is thought to be nesting, but the duck feeders won't know for sure until one morning she brings her brood along for breakfast.

Parker's international nature never was more evident than recently when several visitors arrived to conduct business with IMD or other divisions in Janesville: STAN DOVEY (Parker/Newhaven), who was accompanied by his wife; PETER WARD, MICHAEL BUTLER and STEVE WILDER (Parker/England), who are Marketing Manager, Marketing Administrator and Finance Manager respectively for the European-African Area; Mr. and Mrs. H. M. Pinkas, from Micron, C.A., Parker distributor for Venezuela; and ISMAEL POLONIO (Parker/Brasil), Manager of Manufacturing Operations, Sao Paulo

Although the length of stay varied, all arrived at Parker headquarters here within a five-day period beginning May 26.

## PEOPLE TALK

Early retirements are being taken by VIRGINIA TABOR (U. S. Premium) after ten years and four months with Parker, and DORIS KELLER (North American Finance) after 27 years, nine months with the company. The former's last work day was June 9, the latter's will be June 15. Both retirements are effective the first of July.

Cere Steinke, daughter of AL DIOTTE (Executive Vice President/Administration), was disappointed when in 1964 the Parker New York World's Fair computer came up with a Penfriend from Flushing, L.I. practically adjacent to the grounds and certainly not overseas as was expected. Cere wrote anyway; Sherry Markowitz replied. At the Parker pavilion the following year, the two met personally, then continued to correspond as the years passed. Just last week, still another dimension was added to the friendship when Sherry and her husband, Mark Levison, stopped off during a cross-country tour to visit Cere and Steve Steinke, and son Ryan, 2½. It is to be noted that, despite the machinations of the Parker computer, Cere did for a time have a bona fide International Penfriend. That was the year Sherry and Mark lived in an Israeli kibbutz.

PARKER  
PEN

# SHOP TALKER

19 June 1978

for  
Parker Pen  
Employees

Issue 890

Commenting on the upcoming 25th anniversary celebration at Arrow Park this week, JIM HULL (Director, Manufacturing and Product Development/North America) said: "Response has been excellent! Over 2,000 positive confirmations have been received from our invitation to tour the plant, and to take part in other activities planned for employees and others having a special interest in our working environment. With moral support and assistance from all employees at Arrow Park, the seven major committees have put in a great deal of time, and have paid considerable attention to detail in planning for this event."

Enlarging on plans for the celebration, HARRIETTE WECKERLY (Industrial Relations Assistant), Chairman, said a birthday party theme will be used throughout, with clowns, balloons and a candled-cake adding to the festive occasion. There will be a specially-imprinted Jotter for everyone taking the tour, and a goodly number of drawing prizes will go home with lucky winners. The date, again, is Thursday, June 22. Hours are from 10 a.m. to 8 p.m.

BERT DYBLE, who has been with Parker/England since 1965, has been appointed to the new position of Director of Corporate Quality Assurance, according to an announcement by ROBERT FANELLA (Vice President/Research and Corporate Quality). Dyble, who will be responsible for coordinating the quality of Parker writing instruments world-wide, will move from Newhaven to Janesville on August 1.

Another wave of visitors to Janesville included JOHN KOZUCH and ENRIQUE GARCIA ALONZO, General Manager and Finance Manager respectively for Parker/Mexico, who arrived on June 10 for a ten-day stay; JACK OTTIKER and MAURICIO DULANTO, General Manager and Sales Manager for Parker/Peru, who left today after a week's visit here; and Mr. and Mrs. Y. S. Kwok, Hong Kong, accompanied by Mr. Harland Chun of Parker Distributors (H.K.) Ltd., who were here June 12-15. Mr. Kwok is Managing Director of the firm.

Two promotions within the Latin American group have been announced by ROGER AXTELL (Vice President/Latin American Operations), who said that STEVE MALM has been named Field Sales Manager for the Central American distributor markets, and that KATHY RYDBERG (Customer Services Manager) will replace him as Latin American Sales Administrator and Premium Sales Coordinator. Both report to LUIS MACHUCA (Latin American Region Sales Manager).

## PEOPLE TALK

Early retirement which will be effective June 30 is being taken by MADLYN MANTHEY (Metals), who has been with Parker 31 years and 11 months, and by FRANCIS WARDEN (Warehouse), who has been with the company just under 37 years. Manthey's last work day will be the 29th; Warden's last work day was June 12. Retiring on July 1 after 33 years, nine months with the company is DOROTHY ERBES (Personnel). Her last work day will be June 30.

DESERIA SNEED, who recently was named "Miss Black Milwaukee," is a Manpower employe working out of its downtown branch.

PARKER  
PEN

# SHOP TALKER

26 June 1978

for  
Parker Pen  
Employees

Issue 891

In his state-of-the-company address to shareholders last Wednesday at Arrow Park, GEORGE PARKER said that Parker's acquisition of Manpower, Inc. two years ago is now viewed as "quite a coup" by the financial community. He stated also that increased sales and earnings for the first quarter are anticipated which will lay a large and solid base for future increases. "Parker now enjoys the honor, profit and burden of being the world leader in writing instruments and temporary help," he said. He also noted that the company is undergoing the most extensive internal reorganization in a decade.

President BILL SWANSON amplified the latter statement, saying: "Parker's long-term success is tied directly to its multi-national capabilities," adding that the company intends to make the best use of its world-wide management, marketing and creative talents, whether they originate in Paris, Baden-Baden, London, Tokyo or on Court Street or Arrow Park in Janesville. "People," he said, "are Parker's No. 1 asset."

It was announced at the meeting that NORMAN BYFORD, BRUCE JEFFRIS and CARL PRIEST have been elected "Directors Emeritus." Together, they have logged more than 130 years of service for Parker.

Based on a fairly accurate estimate of attendance, there can be little doubt that Arrow Park's "birthday party" last Thursday was an unqualified success. Some 3,500 employees and guests took the walk-through tour which was a major element in the celebration marking the building's 25th year as the company's headquarters manufacturing facility, and stayed for refreshments which were served in the cafeteria. "It was," said HARRIETTE WECKERLY (Industrial Relations Assistant), who chaired the seven major committees which planned the event, "an exceptionally nice day, and we are all pleased with the results. A lot of luck goes into something like this, but it was the combined effort of everyone at Arrow Park that made the day what it was -- a very special salute to the place in which we work."

During the night preceding the open house, there was a fire in the plating room and a serious ink spill occurred elsewhere in the plant. Both problems had been overcome by the time the first guests arrived.

DR. THOMAS CHUNG has joined the Research and Quality Assurance Division as Staff Physicist. In this capacity, he will pursue programs in Applied Research under the direction of FRANK MEINHARDT (Director, Applied Research). Dr. Chung comes to Janesville from Portland where he has been a Research Associate at Portland State University. Prior to that, he was a Research Associate at the University of Washington.

Two obscure, no-cure afflictions are associated with an inability to write properly, according to an article which appeared recently in the Chicago Tribune. One of the symptoms of Dyslexia, a neurological disorder which affects a child's ability to learn language skills, is a continuing uncertainty about right- or left-handedness, and cramped or illegible handwriting. A frequent early sign of Huntington's disease, which is hereditary and can affect either child or adult, is difficulty in writing caused by involuntary body movements.

In mid-June, ROGER AXTELL (Vice President/Latin American Operations) and Mr. Frank L. King, Executive Vice President of the Writing Instrument Manufacturers' Association, traveled to Geneva, Switzerland, to discuss the industry's position with U. S. representatives involved in worldwide trade negotiations which are now entering their final phase. At stake are ...

- ... tariff concessions from trading partners
- ... the reduction of non-tariff barriers which serve to depress U.S. industry exports
- ... retention of the vitally important specific duty arrangement, plus ad valorem duties on imported pens and parts.

Axtell indicated that WIMA has been actively involved over the past four years in efforts to protect the U.S. world trade position. How successful they have been will be known within the next month or two.

Special Assistant to the President, Hugh Carter, Jr., has been dubbed "Cousin Cheap" by White House staffers, who complain that his penny-pinching is undermining morale and efficiency, and that he has cut the budget so much that there often aren't enough Presidential signing pens for presentation to key congressmen when bills are passed. Grumbled one aide, "If somebody gets a pen from this Administration, he'd better hang onto it for dear life."

According to JOHN GIBB (Market Manager, Military and Government Sales), there is more than a grain of truth in the above statement, which means the "campaign green" Systemarks favored by President Carter have become highly coveted mementoes. Gibb also indicated that an initial order for 1,000 dark blue Systemark pens is now being processed for Vice President Walter Mondale.

Along with Arrow Park, which will be closed from Friday, June 30, until Monday morning, July 17, "Shoptalker" will suspend operations during the vacation period. Have a happy holiday!

### PEOPLE TALK

An essay by Jon Reetz, ten-year-old son of ROGER REETZ (Tax Compliance Specialist), received a first-place award in the recent Environmental Writing Contest sponsored by Project L.E.A.F. in three Janesville elementary schools. Jon, a student at Harrison, wrote on "Oil, A Natural Resource." A runner-up at Monroe School was Susie Griffiths, 8, daughter of DAVE GRIFFITHS (NAA Marketing Planning Manager). Swinger pens provided by Parker were presented to winners at each grade level by a representative of the U. S. Forest Service. The innovative approach to teaching writing skills resulted in 900 entries.

Service awards during June went to JEROME FLYNN (Trent Engineering) who completed 30 years with the company, and to LUCILLE JOHNSON (Financial), DUANE PELLIS (Screw Machines) and EDWARD MURPHY (Plastics), each of whom received a 35-year pin. There were no service anniversaries in May, according to Personnel records.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

17 July 1978

Issue 892

A new record for first-quarter consolidated sales and earnings was announced on July 6 by Chairman GEORGE PARKER and President BILL SWANSON, who noted also that "currently the company seems headed for its ninth straight record year." The greater-than-forecast figures were attributed to Manpower results which continue to surge worldwide with particular progress in the U.S. market, and to substantial gains scored by Parker's writing instrument division. A comparison follows for the first quarters of FY78 and FY79:

	<u>Manpower</u>	<u>Parker/Leisure</u>	<u>Total</u>	<u>Per Share</u>
FY78 Sales	\$53,839,000	\$37,401,000	\$ 91,240,000	-
FY79 Sales	74,267,000	43,556,000	117,823,000	-
FY78 Earnings	1,335,000	2,583,000	3,918,000	.50
FY79 Earnings	1,913,000	3,650,000	5,563,000	.70

New products and programs introduced to the field sales force at the National Sales Meeting held recently at Lake Lawn and in Janesville will receive individual attention in issues to follow. For the moment, here are but a few of the typically enthusiastic comments attesting to the overall success of "Parker -- We Are ..." which ran its course June 27-30:

"I felt that the recent National Sales Meeting was carried out in a highly innovative and very successful manner. I was particularly impressed with the quality and creativity displayed in the audio-visual material." -- GEORGE PARKER

"I left the meeting not only informed of our new program and direction, but realized I was playing an important part in Parker's long-range growth." -- KARL MYERS (Account Manager/Eastern Division).

"What a tremendous meeting! There couldn't have been a better way to celebrate Parker's 90th anniversary. The meeting pointed up the fact that 'We' are People, all working together." -- JOYCE ARCHER (Product Administrator)

"The setting was superb, the food and entertainment tops. The sales force was drawn together, and my wife feels she is recognized as part of the sales team." -- GUY ODOM (Account Manager, Southern Division)

"Everything about it was positive, up-beat. Account Managers went home in high spirits. Guests were tremendously impressed, particularly with the caliber of people in the company." -- MATT GREEN (Creative Services Manager)

"The meeting was very informative. Presentations were short, factual and hard-hitting. I am encouraged by the direction Parker is taking regarding marketing strategy." -- DAVE REINERT (North American Finance/Manager, General Accounting and Budgeting)



On July 28, the Rockefeller Center offices of The Parker Pen Company will be closed, a move which will affect both Eastern Division Sales and Service Department branches. In his letter to the trade, JOHN GEARY (National Sales Manager) cited diminished need for the offices over the past several years resulting from centralization of services in Janesville.

In a parallel letter, BOB JONES (General Services Manager) urged that all East Coast dealers begin sending repairs direct to Janesville.

A No. C50-232 Parker Magnetix desk set marketed some 18 years ago could be identified easily in a recent Time magazine photo of Leonid Brezhnev and Muhammed Ali as they sat chatting around a Kremlin conference table. It was, according to the square-faced, double-sided clock which was a component of the model, exactly 3:02 p.m. Russian time when the photographer recorded that particular incident in the ex-champ's ten-day tour of the U.S.S.R.

It should be noted that the Parker desk set has been "on camera" at other times in the past. Flanked by a calendar and other desk paraphernalia, it occupies a permanent and prominent position at the head of the T-shaped table where many of the world's notables confer with Russian officials.

Twenty years ago in "Shoptalker:" Eighty Parker people departed for a three-week holiday in Europe with ED FREDERICK (Retired) as custodian of a large wheel of Wisconsin cheddar, a gift from the people of Parker/Janesville to the people of Parker/London; before and after photos taken from the roof of Parker's Court Street building depicted the changing area scene with the razing of the old county courthouse and the Park Hotel; BRUCE JEFFRIS, Parker president in 1958, retired from the presidency of the Wisconsin Manufacturers' Association, closing a career of leadership with that organization which spanned two decades; a crew of stone specialists from Milwaukee gave Arrow Park's facade a spring cleaning, removing the effects of five years of weather; among those celebrating service anniversaries in June or July were ANN RANDALL, JESSIE FAIRMAN, ANNA SAUNDERS, CHESTER PRATT, BEATRICE KINNEY, MELVIN BOOS, MYRTLE NORTHRUP, HAZEL HANSON, ETHEL WAGLEY and GLADYS LUDWIG, all of whom have since retired.

### PEOPLE TALK

Last work day and retirement date for ETHEL ROEWER (General), a housekeeping attendant at Court Street, will be July 31. It is interesting to note that her mother, HATTIE WHITE (Retired) held the same position with Parker before her own retirement in 1956. Roewer has been with the company 26 years and six months.

Also retiring at the end of the month is BETTY JOYCE (Group Insurance Administrator) who has been with Parker 43 years. Her last work day will be July 31.

AL DIOTTE (Executive Vice President/Administration) has been appointed to the newly-formed Business Administration Advisory Council of Marquette University, a 50-member group whose purpose is the development of regular contact between the College of Business Administration and business leaders, and to increase visibility for the school and its programs.

# SHOPTALKER

20 July 1978

for  
Parker Pen  
Employees

Issue 893

Personnel moves accumulated during the recent vacation period, during which time "Shoptalker" operations were suspended as well, are being passed along in this interim issue. The moves follow:

To coordinate Parker efforts in a specialized market, the new position of Marketing Services Manager-Duty Free has been established in the International Marketing Division, according to an announcement by PHIL RITZ (Director of International Marketing). It will be filled by JIM MC CARTHY (NAA Marketing Information Manager), whose responsibilities will include the development of marketing plans and the coordination with other Areas on matters relating to duty-free stores and airport gift shops. The promotion was effective July 1.

BAYARD RENNINGER (Manager, National Marketing Services) has announced the promotion of PAULA FALK (Advertising/Promotion Services Manager) to International Marketing Materials Manager, and the reassignment of ED LITTLE (Promotional Materials Manager) to National Marketing Materials Manager, effective July 1. Both report to MATT GREEN (Creative Services Manager).

Several new assignments within the Research-Quality Assurance Division have been announced by ROBERT FANELLA (Vice President/Research and Corporate Quality), who said that FORREST BECK assumes the new position of Quality Assurance Coordinator, and that WAYNE FULLER has been promoted to Supervisor of the Quality Assurance Laboratory. He also indicated that CAROLE FIBROW has been promoted from Model Files Clerk to the position of Secretary to BERT DYBLE (Director of Quality Assurance), who will relocate here on August 1. It was announced also that NANCY GURNEE on July 10 joined the Materials-Process Department as a Lab Technician. She reports to ALTON SCHLEGEL (Director, Materials-Process Research).

Within the North American Manufacturing and Product Development group, MARJORIE ADAMSON (Intermediate Clerk) has been promoted to Engineering Clerk 1. She will continue to report to LARRY PIERCE (Specification Section Supervisor).

In North American Finance, part-time employe SUSAN WILLIAMS (Library/File Clerk) has assumed a full-time position with the Mail Center. Her previous responsibilities have been taken over by CATHY CHRISTOPH, who joined Parker on a part-time basis July 10. Williams reports to MARVIN BARNES (Manager, Office Services), Christoph reports to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm).

Additional responsibility in the Corporate Finance tax compliance area has been assumed by ROGER REETZ (Tax Compliance Specialist). The promotion is effective immediately, according to DONALD CARSON (Director of Taxes), who made the announcement on July 14.

PARKER  
PEN

# SHOPTALKER

24 July 1978

for  
Parker Pen  
Employees

Issue 894

"What happens in the U. S. Congress, the state legislature and before regulatory bodies here and abroad can have immediate effects upon all of us who work for Parker."

-- George Parker, in his address to  
shareholders, June 21, 1978

Parker's increased involvement in matters within the public sector which involve employes was evident late in June when CLARENCE SCHAEFER (Vice President/Finance) appeared before the Wisconsin Tax Reform Commission to recommend changes in the individual tax structure and the state's inheritance tax system.

He began by saying that The Parker Pen Company would like a service and tax system that allows all Wisconsin people to enjoy the benefits that come from honest, productive work and capital well used; that it would like to encourage a climate of cooperation between business, labor and government that would help all three to grow and prosper; and that it advocates a "constructive capitalism" to move toward a wholesome, healthy, productive way of life for all who live and work in the state.

Pointing out that Wisconsin in 1976 ranked seventh highest in per capita income tax, and 82 percent higher than the average, Schaefer urged the state to recognize the effects of inflation on the middle-income taxpayer by adjusting the present tax brackets for inflation. Presently, all taxable income over \$14,000 is subject to the maximum tax rate of 11.4 percent.

He stated that Wisconsin's high inheritance tax rate is a significant element behind the exodus of many citizens to other states, especially at retirement. There is a resultant loss in taxes, leadership, investments, etc., which might otherwise be made, he said. Schaefer concluded by saying that the recommended changes "would represent a significant improvement in the state's overall tax structure."

On July 17, 1953, DANIEL PARKER presented to George Jakoubek, Arrow Park project manager for the T. S. Willis Company, a very special "51" pen. On July 17, 1978, twenty-five years later to the day, Jakoubek turned the pen over to PHIL HULL (Vice President/Manufacturing and Facilities) with the comment that it "just might be something Parker would like for its archives." The inscription on the pen read:

First Parker Pen  
Made at Arrow Park  
July 17, 1953

It has been estimated that there are 800 million illiterates in the world, which means that one adult in three cannot read, write, or make a simple calculation in written form. Source of the statement

On exhibit at the Janesville Public Library until July 31 is "Joined Hands: A Grassroots Photodocumentary History of Janesville's Labor Unions." Of the approximately 60 photos which make up the documentary, six pertain to Parker people and facilities within a time frame which extends from 1905 to 1970. Quoted extensively is JAMES WELLS (Retired), who formerly headed Parker Local #663, and who now serves as a member of the Rock County Board of Supervisors. Coordinator for the project was Mr. Lewis Koch, who developed the documentary with funds provided by the Wisconsin Humanities Committee. Material for the exhibit was provided by the Library, the Rock County Historical Society, local industry, and long-time Janesville residents.

Subsidiary item No. 1: Newspapers in metropolitan areas are quoting the latest employment-outlook statistics developed by Manpower, breaking out for local consumption those which apply specifically to the area. Manpower is also quoted as saying that, nationally, employers predict strong hiring patterns for the current quarter, with the employment outlook as positive as it has been at any time during the last two years.

Subsidiary item No. 2: At Norm Thompson's Thurman Street store, Swinomish Indian tribal members on July 14-15 demonstrated their traditional method of barbecuing salmon, bringing the salmon and aged alderwood for the fire with them, and building a fire pit in the parking lot across from the store. Ads in local papers invited customers to sample the salmon, as well as to buy the canned, smoked salmon which NT sells in Portland and through its catalog.

Editorial mentions of Parker products appeared in the July issue of New Dawn, and the August issue of Gentlemen's Quarterly. The former, a monthly women's magazine with a circulation of 389,000 featured Ms. Parker by Pucci. GQ, an Esquire publication with circulation of 233,000, incorporated a blue Laque pen in its "all blue" issue.

Distributed nationwide by UPI was a featurette on fashion trends in writing instruments which quoted ROBERT FANELLA (Vice President/Research and Corporate Quality), while daily newspapers across the nation picked up AP's laserphoto showing what looked like the surface of the moon, but which was, as the cutline explained, a scanning electro-microscope photo of the ball which is a component of Parker's Floating Ball pen.

## PEOPLE TALK

In the first such event to be sponsored by area groups associated with the arts, photographs by PHIL RITZ (Director/International Marketing) were exhibited at the Rock Prairie Showcase Festival held Sunday, July 23, on the Beloit College campus. Ritz, who shoots both in color and black-and-white, studied photography at Blackhawk Tech and at "The Clearing" in Ellison Bay, Wisconsin.

PAM HORNING, a member of Norm Thompson's Thurman Street store staff, recently won the World Modeling Showcase competition, sponsored by model agencies and schools in the U.S. After being judged top contestant in the "Classic Look" division, as well as top photographic model, she entered the international competition held in the Bahamas where she was designated "First Runner Up."

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

31 July 1978

Issue 895

The Wall Street Journal last week conducted a telephone poll of leading American multinational corporations for a roundup story covering the impact of the global dollar devaluation on pricing strategies and market share.

BILL JUDD (Director/NAA Marketing Planning and Logistics) served as company spokesman and told WSJ reporter JoAnne Lublin that domestic sales of the newly reintroduced \$3.98 Systemark line were very good, partially because Japanese competitor Pentel had increased its price for its version of the "roller pen" from \$2.98 to \$3.98 last January.

Judd also indicated that trade rumors have it that if the dollar continues to decline against the Yen, Pentel and other Japanese writing instrument manufacturers marketing in the U. S. may be forced to increase their prices further, which should be to Parker's market advantage domestically.

Judd was asked, in light of the monetary situation, if Parker planned to take advantage of the situation by increasing its prices to improve Parker's return-on-investment per product line. He said "no", because of the company's position to comply with federal anti-inflation recommendations that price increases of American-made products remain below a prescribed maximum.

He also said that because Parker has 13 manufacturing plants in 13 different countries, it has been in a position for a number of years to "source our products to favor local costs, monetary swings and available technology."

All employes of the North American Writing Instrument and Corporate divisions in Janesville will receive a copy of the corporation's first quarter FY79 financial report coupled with a small brochure including the remarks of Board Chairman GEORGE PARKER and President BILL SWANSON presented during the annual stockholders' meeting in June. Speeches include a review of the Fiscal 1978 year and a few insights into top management plans for the near and long term. Mailing should reach employes' homes later this week.

## PEOPLE TALK

Four veteran employes at Arrow Park will reach the 35-year service mark in August: BOB GUNLACH (Shipping), ED KAPEK (General), RICHARD PFEIFFER (Metals) and DON THOMSON (Final Assembly). Congratulations, fellas.

SHOPTALKER Editor EVELYN MEVIS (Corporate Relations) will be on sick leave for a few weeks, and all her friends wish her a strong and speedy recovery. In the meantime, if employes have newsworthy information for publication in SHOPTALKER, please call DONNA PHILLIPS at Ext. 246, or drop Donna a note.

PARKER  
PEN

# SHOPTALKER

7 August 1978

for  
Parker Pen  
Employees

Issue 896

Advance word has it that Parker Pen is ranked No. 79 in the Financial World listing of corporations recognized for outstanding financial growth. Year by year, this magazine's staff analyses American corporations and lists the top growth achievers by a measurement formula including earnings per share, earnings growth rate, the number of years of continuous growth increases, total revenue and dividends. Last year, only 349 American companies met the listing qualifications.

Incidentally, the per share value of Parker stock climbed \$4 in trading from Monday through Thursday of last week.

Word has reached Janesville that Giuseppi (Beppi) Fantacci, founder of API, Parker's distributorship in Italy, has received a commendation from the American Ambassador in Italy, Robert C. Gordon. Ambassador Gordon's citation read -- "in recognition of esteemed participation in the American program for reconstruction ... following the disastrous earthquakes in May and September of 1976."

Despite a wet summer, the project to reinsulate the roof at Arrow Park, initiated in mid-June, has reached approximately the half-way mark. Insulation batts are being installed over the steel roof framing, followed by applications of tar and gravel to increase heating fuel efficiency during the winter months and keep the working environment cooler for employes during the summer.

CRAIG SCHROEDER (Corporate Accounting) recently received word that he had passed all four parts of the CPA examination taken in May. Craig reports to BILL HUBER (Manager, Corporate Accounting) who advises that now all members of his staff have passed the certification exam.

DEBRA WALLIN has joined the Corporate Finance Division as secretary to JACK BIDDICK (Manager, Corporate Insurance Administration), and KIM LEE has come aboard as an Accounts Receivable Clerk in the North American Finance Division. She will report to GEORGE ROHRBACHER (Credit Manager).

## PEOPLE TALK

The PARKER WOMEN'S BOWLING LEAGUE will have their organizational meeting at Back-O-The-Yards on Tuesday, August 15, at 7 P.M. Anyone interested in bowling in the league should plan to attend. If you would like to bowl, but cannot attend the meeting, call WILMA NAATZ (Final Assembly) on Ext. 646.

In the Wisconsin Women's Public Links Golf Tournament held at Delbrook Golf Course in Delavan on July 24-26, ANNE NAESER (Supervisor, Record Center, Archives and Microfilm) placed 4th in the 9th flight of 15 contestants.

ROY SWANSON (Manufacturing Division Controller) reported that as of August 2, the Parker TRAP SHOOTING Team #2 was in first place, Class E competition, and leading the second place team by 27 birds. Top shooter was RON O'MEARA (Tool Room) hitting 37 out of 50.

PARKER  
PEN

# SHOPTALKER

14 August 1978

for  
Parker Pen  
Employees

Issue 897

The per share value of Parker stock continues to climb on the market, and SHOPTALKER asked investment broker Stephen Keane, with Robert W. Baird, Milwaukee, why the most recent surge. Keane offered two reasons. In his opinion, (1) much of the activity in recent months in the market has been from foreign investors and Parker enjoys a fine reputation internationally, and (2) in recent weeks, U.S. interest in Parker has intensified because, he felt, "Parker is now being viewed as a new but 'unfounded' growth stock company" and many investors are taking a second and more-serious look at its stock. Why? Strong growth record, good dividend return and general optimism about Parker's future. Parker stock closed at \$29 last Thursday.

Advertising is an investment, and Parker will invest in the purchase of promotional space in the following high-profile, high-readership publications in an effort to raise awareness of the Parker brand preceding and during the Christmas gift-shopping season: NEW YORKER, TIME, MADEMOISELLE, VOGUE, BUSINESS WEEK, U.S. NEWS & WORLD REPORT, PEOPLE, SPORTS ILLUSTRATED, NEWSWEEK, NEW YORK TIMES MAGAZINE, EBONY, MONEY, NATIONAL GEOGRAPHIC, SCIENTIFIC AMERICAN, TRAVEL & LEISURE and THE WALL STREET JOURNAL. Parker will also advertise its brand in the in-flight magazines of the following airlines: Pan Am, United, TWA, Northwest Orient, American, National and Frontier. The specific pens to be featured in the "brand reinforcement" type ads will be the new Parker 50, the Floating Ball and Classic Imperial and Flighter. The ad agency for the North American Writing Instrument Group is J. Walter Thompson.

VICTOR ACKLIN has joined the Company as Senior Staff Accountant, North American Area, reporting to DAVE REINERT, Manager of General Accounting and Budgeting. A graduate of Southern Illinois University, Victor has gained considerable accounting and supervisory experience with Allis-Chalmers and Stewart-Warner.

The Sintered Specialties Division of Panoramic has announced a recent promotion. TERRY TEUBERT has been returned to his home of Janesville as Sales Administrator for Sintered, responsible for the coordination of all divisional sales. A graduate of Janesville High School, Terry joined Sintered in 1967 and for the past two years was a sales engineer for Sintered in the Detroit area. He and his wife, Juelane, and family now reside in Janesville.

Visitors to Parker from abroad this week include MR. and MRS. PIERRE LAFFLY. Pierre is plant manager at Parker France. Last week, AHMAD REFIUDIN, representing Parker's Indonesian distributorship, P. T. Gunung, was in for a few days.

## SPORTS

Parker Team #2 took First Place in the Janesville City Trap League, Class E. RON O'MEARA and JIM KUKUK shared top-gun honors with a 41 of 50 average. Parker Team #1 had to settle for the silver, taking second place, Class C, four birds out of first. The team scored a 202 in the final night of shooting, for a better than 40 birds average per shooter. JIM ARNESON and BUCK NELSON shared high gun with 44 birds each.

PARKER  
PEN

# SHOPTALKER

21 August 1978

for  
Parker Pen  
Employees

Issue 898

A new parking lot, to accommodate more than 100 cars, will be built for Arrow Park employes on Parker Pen property north of the plant across Black Bridge Road. The announcement was made today by PHILIP HULL (Vice President-Manufacturing and Facilities), who said that construction would begin before the end of August. Entry to and exit from the new lot, to supplement the 450-car parking area south of the plant, will be from Black Bridge Road. The construction contract was awarded to the J. P. Cullen Co., Janesville, and completion is expected about mid-October. The lot will be paved and lighted.

RUSSELL FRENCH (Premium Marketing Division) was named "Man of the Year" this month by The Counselor magazine, trade journal of the specialty advertising industry. During 1977-78 business year of the Specialty Advertising Association International (SAAI), Russ served as Chairman of the Board and was active in efforts to restructure dues and reorganize committee structures. He also worked closely with the long-range planning group that has recommended that international headquarters of SAAI be moved from the Chicago area to Dallas. Russ has been manager of the Premium Marketing Division since 1966.

Parker people who will be heading up, or serving with, various committees of the Writing Instrument Manufacturers Association, Inc., (WIMA) for the 1978-79 Fiscal Year include: EUGENE SEIBERT (Vice President-Personnel), chairing the Employee Relations Committee; ALFRED DIOTTE (Executive Vice President-Administration), chairman of the Government Relations Committee; ROGER AXTELL (Vice President-Latin American Operations), heading the International Trade Subcommittee; FORREST BECK (Coordinator, Quality Assurance), chairman of the Product Safety Committee and a member of the Test Methods Committee; and EUGENE ROHLMAN (Manager, Public Relations), serving on the Public Relations Committee.

CHARLES SMITH (Corporate Finance) has recently been elected vice president of the newly formed Wisconsin Cash Management Association, with finance and cash management personnel representing more than 25 firms throughout the state. Charlie has been with Parker since 1945 and has served as Cashier since 1963. The group meets monthly in the Milwaukee area.

Joining Parker last week in the Systems Development area was THOMAS STEHURA as a Systems Analyst reporting to NORMAN AULABAUGH (Manager, Systems Development). A graduate of UW-Madison, he is currently in the MBA program at UW-Whitewater, specializing in information systems. He had been employed with the Industrial Tools Division of Bendix Corp., South Beloit, Ill., since 1975 in systems and programming. Tom and his wife, Linda, reside in Janesville.

Also joining Parker last week was ROBERT FERNHOLZ, who will be Sales Administrator in North American Area marketing. Bob is a graduate of UW-Whitewater and has been in sales for Shopko Stores and Tri-Mart Corp. in Escanaba, Mich. and Watertown, Wis., respectively. He will report to JOHN GEARY (National Sales Manager, North America). Bob and his wife, Sung Hwa, reside in Janesville.

## SPORTS

Tap-Ins are golf champs for 1978 in Parker Men's League. Congratulations to FRANK SEACH, BILL CLOSE, JIM ARNESON and BRIAN WAIER.



PARKER  
PEN

# SHOPTALKER

28 August 1978

for  
Parker Pen  
Employees

Issue 899

American history collectors will be interested to learn that some of the first oil to flow through the Trans-Alaskan Pipeline, hailed as one of the most ambitious private construction projects ever undertaken, is available for purchase. Small amounts of the oil are preserved in a glass-simulated pipeline, mounted on a wood desk set base along with engravable brass plate. The oil sample is authenticated by a letter from Exxon, and the set is offered "with a fine Parker pen" for \$13.95. Distributor is McBride Distributing, Dept. 35, 3608 Kurtz St., San Diego, CA 92110.

Calligraphy, the art of fine or artistic handwriting, is making a comeback, according to a feature article recently published in the Wall Street Journal. "Typewriters killed the art, but now it's back, hotter than macrame", said author Meg Cox, who says that calligraphy is enjoying a renaissance in the U.S. Since 1973, some 35 calligraphy societies have sprung up, one of which has more than 4,400 members. Ms. Cox also notes that the recent interest in calligraphy, plus what many have considered the "deplorable deterioration" of handwriting in America, has spurred the introduction of a modified italic handwriting at the primary grade level in many school systems. A recognized calligrapher and teacher of the art, Abraham Lincoln, from Brookville, Ohio (who claims lineage to the Civil War President), prefers the Parker 75, fitted with a No. 97 nib, as a contemporary calligraphy tool. Parker offers a wide range of specialty nibs to meet the rising interest in this art form: Accountant, Extra-Fine, Fine, Medium, Broad, Medium Stub, Medium Right Oblique. Available by special distributor order through the Service Department are: Needle, Steno, Fine Stub, Medium Left Oblique, Extra Broad Executive, Fine Italic and Heavy Italic.

At the recent summer convention of the Specialty Advertising Association International in Chicago, Parker awarded a one-year's lease of an Emilio Pucci-designed Lincoln Mark V to two Parker distributor reps as part of a promotion for "Ms. Parker by Pucci". Sy Bromberg of Promotional Associates, Edison, NJ, won use of one of the Lincolns for generating more than \$80,000 worth of Parker high-line business during a predesignated four-month competition period earlier this year. The other car, awarded by way of an open drawing at the convention, went to Bob Dana of Weinstock Associates, Lancaster, PA.

SUE HENDRICKSON joined Parker this past Monday as a Switchboard Operator, reporting to Myrtle Trostem (Supervisor, Wire Communications and Office Equipment). Welcome aboard!

Visiting Parker U.S.A. this week is ROMEO DAVID, our distributor in the Philippines.

## SPORTS

Parker Men's Indoor Tennis League begins action on Wednesday, evening, 13 September. Employee netters interested in play at the Janesville Indoor Tennis Club on Wednesdays throughout the Fall, Winter and Spring should contact DAN STAMBAUGH Ext. 645 Arrow Park

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

5 September 1978

Issue 900

It was announced last week that BAYARD RENNINGER will assume the new post of Director - National Marketing in the North American Writing Instrument Group. He will be responsible for U.S. sales and marketing programs, including military and premium sales, customer and creative services. He reports to WILLI SIEBERGER (Vice President, NAA).

Parker-Canada observed the 55th anniversary of its founding at a recent Canadian National Sales Meeting held in Toronto. Participants discussed the financial goals and marketing strategies of the group and reviewed the Christmas selling program for 1978, including the new products for the Canadian market, such as MS. PARKER BY PUCCI, PARKER 50 and the PARKER HERITAGE COLLECTION.

In addition to HOWARD EGLI, Canadian General Manager, others addressing the gathering included WILLI SIEBERGER (Vice President-NAA), WILLIAM JUDD (Director-Marketing Planning and Logistics) and DAVID GRIFFITHS (Marketing Planning Manager).

RONALD W. ANDERSON joined Parker recently as an Industrial Engineer in Manufacturing, reporting to LLOYD HORNBOSTEL (Manager, Manufacturing Engineering). His most recent positions included design-control administrator with RLI Insurance, Peoria, Ill., and industrial engineer with Sheaffer-Eaton, Ft. Madison, Ia. He is a graduate of the University of Illinois and now resides in Janesville with his wife and three children.

According to a recent brief in U.S. News and World Report, corporations are showing an increase in the practice of hiring temporary executives to fill gaps when managerial sick leaves, sabbaticals or special assignments for permanent employees occur. In France, for example, laws on dismissing employees are so strict that a company may prefer temporary managerial help to a possibly ill-suited permanent manager while a business is being reorganized.

Manpower, Inc. is mentioned as among those temporary help firms active in France. The Parker subsidiary owns a 27,000 square-foot building about five miles from Paris.

## PEOPLE TALK

Retired Parker employe JAMES L. WELLS was honored as one of "Wisconsin's Ten Most Admired Senior Citizens" in 1978. Judging took place on Senior Day at the Wisconsin State Fair and selections were made from hundreds of nominations from throughout the state. Wells is a member of the Rock County Board of Supervisors and also serves on the Rock County VII Nutritional Product Council, the Rock County Commission on Aging, the UW-Rock County Citizens Advisory Group and the Rock County Social Services Board. He worked at Parker in a variety of production assignments from April 1941 until retirement in March 1975. Congratulations!

PARKER  
PEN

# SHOPTALKER

for  
7 September 1978 *Parker Pen  
Employees*

Issue 901

## SHOPTALKER EXTRA

### ANNOUNCE PARKING LOT PLANS

### FOR COURT STREET EMPLOYEES

The Parker Pen Company announced today that it has acquired mid-town properties and will convert the space into a parking facility for employees at the Court Street office complex.

The project will get underway this week with plans calling for completion of the new lot by late Fall of this year.

The buildings to be removed are located at 213 to 219 East Milwaukee Street.

The paved and lighted lot will provide unassigned space for 100 automobiles. Jim Cullen, Inc., of Janesville will serve as general contractor.

The parking lot and planned entrance/exit arrangements are designed to contribute to the most efficient and safest traffic routing patterns during periods of peak use.

The new facility will reduce parking pressure on mid-town streets, adding to the overall renewal of center city Janesville.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

11 September 1978

Issue 902

Letters were sent out today from the office of GENE SEIBERT (Vice President-Personnel) inviting employes to a special new products and marketing programs presentation to take place next week at the Arrow Park Service Building. To accommodate what is expected to be a substantial turnout, employes will be invited to one of several showings organized by alphabetical groupings: Employes whose last names begin with letters A through G will attend from 7 to 9 p.m. on September 19, H through N will attend on September 20 and O through Z on September 21. There will be one afternoon showing for night shift personnel on September 20 from 1 to 3 p.m. The program will feature a multi-media presentation covering products for Christmas 1978, and refreshments will be served following the program. Employes who wish to attend are asked to return reply cards to supervisors at Arrow Park or Marion Hill of Personnel at Court Street by this Wednesday afternoon.

JARRETT GOODMAN has been named to the new post of Marketing Operations Analyst for the North American Area, reporting to WILLIAM JUDD (Director-Marketing Planning and Logistics). He has been with Parker since 1957 in the Research Division and in North American Finance. He will provide operational and statistical analyses for Marketing Planning as well as the four operating divisions of NAA. He is a graduate of Iowa State University and was a Professor of Mathematics at Milton College before joining Parker.

DOUGLAS ACKLES, of Parker Canada, who covers the Montreal area, was honored for reaching the \$5 million sales mark at a recent meeting of the group in Toronto. Others recognized were E. R. HUTCHINSON, who covers the Maritime Provinces, for achieving the \$3 million sales level and ALLAN GRELOWSKI, of the Calgary area, and BADEN VENEABLES, of Vancouver, each for reaching the \$1 million mark.

The Parker Pen Credit Union has announced that THOMAS BARNES has succeeded BILL PEMBER as the new Manager of the organization, effective today. Barnes had been associated with the Blackhawk Credit Union as Collection Manager.

DON'T FORGET TO VOTE IN TUESDAY'S PRIMARY. Predictions call for a voter turnout of less than 25% of eligible voters. Hate to think that only two out of 10 of state voters might in effect decide the outcome of the race for Wisconsin's Governor.

## PEOPLE TALK

A 35-year award will go this month to LOIS KROHN of the Ball Point Inspection area at Arrow Park. Twenty-five service anniversary honors in September go to DONOVAN CLEMENTSON (Arrow Park), BETTY SPANGLER (Finance) and HARRIETTE WECKERLY (Industrial Relations). Congratulations!

PARKER  
PEN

# SHOPTALKER

for

Parker Pen  
Employees

18 September 1978

Issue 903

In a weekend Milwaukee Journal article, Parker was ranked 13th in sales on a list of Wisconsin's 75 largest companies. Top four were Kimberly Clark, Allis Chalmers, Oscar Mayer and Schlitz, all billion-dollar operations. Parker's sales revenues were \$409 million last year. This listing included only companies which are headquartered in Wisconsin. Major firms, such as General Motors and American Motors, with large assembly operations in the state, but headquartered in Michigan, were not included.

Harvey S. Wiener, an associate professor at the City University of New York and author of the forthcoming book, Any Child Can Write, says that if schools can't teach the art of writing for whatever reason, it's up to the parents. According to Wiener, one very early way to encourage creative writing is to have young children caption their "scribble drawings." He also suggests that you can tell your kids that good writers, although their handwriting must be legible, are not very neat. They add and delete words and phrases, cross out grammatical and spelling errors, generally leaving the manuscript a mess at first writing. This is likewise to be encouraged with kids, he states. It allows children to express themselves with less inhibition at first writing -- and correct for errors later. Their drafts may appear sloppy, but the writing will be better than when the child is urged to be neat, refusing to correct errors in his eagerness to do so, according to the author.

Joining Parker last week as Director-Corporate Treasury Services was WILLIAM S. HARRIGAN. He will report to CLARENCE SCHAEFER (Vice President-Finance and Corporate Treasurer) and will be responsible for cash and foreign exchange management functions. Harrigan had similar responsibilities with Bristol Myers Co. and Sperry Rand Corp. before joining Parker. He is a graduate of the Norwich University, Northfield, Vt., and took an M.B.A. at Adelphi University, Garden City, L.I. Bill and his wife, Susanne, and four children will relocate in the Janesville area.

ROBERT FANELLA (Vice President-Research and Corporate Quality) has been named to the Writing Instrument Manufacturing Association's Metrication Committee. The committee will develop the means for WIMA members to make the transition to the metric system of measure when the time comes to do so.

## PEOPLE TALK

Last day of work before retirement for DOROTHY FREDENDALL will be September 29. She has been with Parker since January 1946 and has worked in Bench Inspection-Returned Goods at Arrow Park.

WELCOME ABOARD: New employees who recently joined Parker include KIM LEE (North American Finance), DEBRA WALLIN (Corporate Finance), BEVERLY CRANS (Manufacturing Services). JANET ARNOLD joined the International Marketing Division today as an Order Processor. Rejoining Parker recently has been SANDRA HUBLER (NAA Marketing and Sales). Sandra was at one time a secretary in the Research Division.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

2 October 1978

Issue 905

A report in the New York Daily News issued in July stated that nearly 3 million parking tickets in New York City were so illegible or incorrectly written that they were difficult or impossible to process. From June 1977 to June 1978, at least one third of all the parking tickets issued in New York were defective because of bad handwriting. A spokesman for the Parking Violations Bureau told the News reporter that the tickets represented \$49 million in revenue lost to the city. According to the spokesman, the defects included irregularities in handwriting that make portions of the summonses unreadable and incomplete information on the tickets.

The Public Relations Committee of the Writing Instrument Manufacturers Association (WIMA) has been conducting a "war against scrawl" in recent months and will use the fact of this lost revenue to New York as an example of the real cost of sloppy handwriting. WIMA releases go to media and educators around the nation.

Company President E. WILLIAM SWANSON and ROGER AXTELL, Vice President-Latin America, recently concluded a tour of four Parker subsidiaries located in Colombia, Brazil, Argentina and Peru. They held extensive interviews at each of the operations reviewing results of the first half of Fiscal 1979 and planning strategies for the remainder of the year.

A recent ad selling Nation's Business to business readers in that journal indicated that a subscription by businessmen means advocacy of the free enterprise system. The ad showed a check written out for the subscription price, and clearly focused below the check was a solid gold Parker 75 fountain pen. It was a full-page ad in the journal published by the National Chamber of Commerce.

Parker salesmen ED CLARK and KARL MYERS met recently with Ms. Claire Krischok, buyer at Saks Fifth Avenue, New York, to show her the new Heritage Collection. Clark, who has known Ms. Krischok for more than a decade, said he had never seen her smile so warmly as she expressed her satisfaction with the merchandising concept and the fine Parker products line up -- Laque, Presidential and Ambassador. "This is the best I've seen -- this is Saks Fifth Avenue," she said.

## PEOPLE TALK

JUDITH COLEGROVE was recently transferred from Industrial Relations to serve as secretary for DON DRAHEIM, General Superintendent at Arrow Park. CARLA STAWIARSKI, PBX Operator, was recently promoted to the position of Engineering Clerk. Organizational changes in the International Marketing Division have resulted in the promotion of CYNTHIA HOLLOWAY and PATSY PHILLIPS from secretarial positions to Area Coordinators. Cynthia will work with the Latin American Area; Patsy, Europe/Africa.

STANLEY BREIBY will begin retirement at the end of this month. He has been with Parker since August 1945 and is in Cap & Barrel Finish-Metals at Arrow Park.

PARKER  
PEN

# SHOPTALKER

6 October 1978

for  
Parker Pen  
Employees

SPECIAL ISSUE

Issue 906

A Parker goal of \$24,000 has been announced by RICHARD W. HOLZNECHT (Vice President/Corporate Relations) General Chairman of the Parker Pen United Way drive which will take place at Arrow Park and Court Street within the next few days. With your contributions, funds will be used to support 19 North Rock County agencies served by the organization. Assisting Holznecht with the program are:

- |                                |                           |                                   |
|--------------------------------|---------------------------|-----------------------------------|
| Co-Chairman.....               | <u>PHILIP C. HULL</u>     |                                   |
| Solicitations Chairman.....    | <u>MICHAEL E. MUELLER</u> | Asst... <u>GENE ROHLMAN</u>       |
| Publicity Chairman.....        | <u>ROBERT KURANZ</u>      | Asst... <u>PAULA FALK</u>         |
| Materials Chairman.....        | <u>JOYCE ARCHER</u>       | Asst... <u>BRUCE HUBBELL</u>      |
| Training Chairman.....         | <u>HERB HUEBNER</u>       | Asst... <u>DOUG SOAT</u>          |
| Report Audit Chairman.....     | <u>JACK BIDDICK</u>       | Asst... <u>ROGER REETZ</u>        |
| Court Street Solicitations.... | <u>JOHN E. FABKE</u>      | Asst... <u>DAVID BAUM</u>         |
| Arrow Park Solicitations.....  | <u>LLOYD HORNBOSTEL</u>   | Asst... <u>HARRIETTE WECKERLY</u> |

Court Street Area

Captain

Solicitors

Financial

JAMES OTTERSON

TOM OLIVAS, VICTOR ACKLIN

Third Floor

BOB MC LAUGHLIN

BILL KAKUSKE, DOUG CHRISTENSEN, MARY PAKES, ROZELLEN ENTRESS, DENNIS HOPPER, SHERRY KIRCHER, SHIRLEY STORCK

North American Area  
Marketing-2nd Floor

DAVID GRIFFITHS

GEN JOYCE, BOB FERNHOLZ, JERRY GOODMAN, MARION SCHUMACHER

Research & Model Shop

RAY LAWTON

ROBERTA KERR, PHIL KEEGAN, PEG FOLK, CATHY PIERSON, DOUG DELLING, TIM PISHKO, BILL HETRICK, ROGER HEENAN, JOE BRANKS

Fourth Floor

BUD BOWEN

HELEN BAILEY, BEV NELSON, JANE FAGER, NORMA HALVERSON, TOM SEVERINO

Other

THOMAS BACKE

HOWARD HERRIOT, KIM LEE, SUSAN WILLIAMS, ANNE NAESER, BARB RICHTER, ALICE PUNZEL

Arrow Park Area

Captain(s)

Solicitors

Final Assembly

LYNN LARSEN  
SUE THOFTNE

CATHY ECKERMAN, PHYLLIS RICE,  
SHARON HANSEN, GWEN SPLINTER,  
LORI SMITH, VERA JENNINGS,  
BETTY NANSTAD, MARY PELZMAN,  
THERESA KRESL, SANDY ALLISON,  
HELEN WEIBEL, MARY ROGNHOLT,  
LINDA SCHILLER, EDNA OLSON,  
MONICA WOODARD

Metals

SANDRA GUENTHER

BEVERLY FRITZ, MARILYN PAVESE,  
LEWENDA BYRD, SANDY GIDDLEY  
BILL COYLE, KATE UTZIG, MARY  
KRESSEL

Metals and Final  
Assembly (2nd Shift)

DARLENE BAGSTAD

ROBERT BELLRICHARD

General

KAREN PREGONT

RODNEY DAVIS

Third Shift

JAN WHITE

JAN WHITE

Plastics, Automatics  
& Molding

STEVE FISCHER  
JANE MUELLER

1st shift - BOB BUTTERS  
LORRAINE O'DELL  
2nd shift - BETTY HODGES  
JUDY KOBERNICK

Gold Nib, Ball Point  
& Systemark

MARY JO KLEMETZ  
RUTH BILZ

SUE KRAFT, BILLIE RUFF, RAE  
RITA ZUVON, JUNE LOERTSCHER,  
JONEEN HARRIMAN, GERALDINE  
JONES, CAROL J. YOUTZY, DIANE  
KEMNITZ, SHARON BURMASTER,  
CHARLENE HENTHORN, JUDY PALMER,  
AUDRY MC NATT, BARB POFAHL,  
JOAN WAHL, JEANE SCHUMACHER

Shipping, Receiving,  
Warehouse, Drivers

GRACE WARD

BETTY MC CAULL, JOAN BROWN,  
HAROLD MURRAY, ROXEEN WOODARD

Service

ROMAIN BRUNETT

ROMAIN BRUNETT

Tool Room, Maintenance  
& Drafting

ROBERT WEPKING

OLAF HELGESTAD, MELVIN MC CANN  
BILL FANNING, ROY WADDELL

Engineering

BERGENE WILCOX

RONALD ANDERSON, EARNIE ELLIS

Administrative

ROBERT REYNOLDS

THELMA MANCHESTER, DENNIS PORTER

Non-Exempt

MARCIA HAMILTON

DEBRA DEEGAN, ANN EASLEY,  
JO ANN SCHMITZ, JUDY FETTING

Product Development

LARRY PIERCE

LARRY PIERCE



PARKER  
PEN

# SHOPTALKER

9 October 1978

for  
Parker Pen  
Employees

Issue 907

An outstanding, well-attended convention of the National Office Products Association concluded this past weekend in Chicago. According to JOHN GEARY (National Sales Manager), who headed the delegation of Parker marketing personnel representing the company at the annual event, NOPA members collectively represent one of Parker's largest customers for writing instruments and related items. Over 1,100 manufacturers and jobbers exhibited their products at the giant convention.

At the Parker booth, visitors were able to inspect the current product line -- including the new Parker 25, Parker 50, and Swinger -- and to place orders for merchandise.

In addition to Geary, the exhibit was manned over the three-day period by BAYARD RENNINGER (Director, National Marketing), BOB FERNHOLZ, ED LITTLE, JOYCE GRAY, BUD BOWEN, MATT GREEN, and PAULA FALK, all from Janesville NAA. They were assisted by Chicago-area Account Managers, Northern Division Manager BUD CANFIELD, and Penettes CINDY SIMPSON, MARCIA HAMILTON, LUCY OLSON and JO ANN BRUEGGER.

Parker is again represented in the University of Wisconsin football program which will be seen this Fall by an estimated 250,000 home-game spectators. Selected from a current national series, the ad shows an Imperial floating ball pen superimposed on a sand-sculptured Parker symbol. A bright red border with the legend, "On Wisconsin!" adds an extra measure of visibility to an already eye-catching advertisement.

Coaches and other sports VIP's interviewed during half-time this year are receiving Jotter cube desk sets in Wisconsin red and white as mementoes of their participation in the broadcast. A short description of the network's gift accompanies the presentation.

LOIS SAROW joined the Manufacturing Division's Industrial Relations Department on October 2. As secretary for the department, she reports to HARRIETTE WECKERLY (Acting Manager).

Within North American Finance, SHERRY KIRCHER has been promoted to Payroll Processor, with duties relating to the new payroll system scheduled for operation about the first of the year. She reports to JIM ZIGLER (Supervisor, Payroll Operations).

Notable Quote: "Acting is less a miracle than having a blank sheet of paper before you and filling it with writing." The statement was made recently by Peter Ustinov, who is in process of completing his third novel. This one is on the difficulty of thinking for yourself in a modern world.

## PEOPLE TALK

AUGUST COUTRE (Production Engineer/Manufacturing) retired on October 1 after 27 years and two months with Parker.

Give to the United Way. It will make you feel good, it will make someone else feel good.



# SHOP TALKER

16 October 1978

for  
Parker Pen  
Employees

Issue 908

Sizeable second quarter gains in sales and earnings announced last week by Parker were attributed to the generally healthy tone of world business conditions, successful new product introductions in the writing instrument group, and a continuing "upward sweep" by Manpower. In making the announcement, which also included six-month sales and earnings figures, Chairman GEORGE PARKER and President BILL SWANSON indicated the company seems headed for another record year despite some softness in a few minor segments of the business.

Sales for the second quarter ending August 31 totaled \$132,883,000, a 30.5 percent increase over the \$101,809,000 recorded last year. Earnings from continuing operations for the quarter rose 32.6 percent to \$6,657,000 (\$.84 a share) from \$5,019,000 (\$.64 a share) last year. Consolidated six-month sales were \$250,706,000, a 29.9 percent increase, and earnings were up 29.8 percent to \$12,220,000 (\$1.54 a share) from \$9,418,000 from continuing operations, or \$1.20 a share.

Manpower's latest quarterly survey to determine employer plans for hiring for the months ahead resulted in an item in the Janesville Gazette. In it, DENNIS GALLAGHER of the local Manpower office is quoted as follows:

"One out of three Janesville employers anticipates a need for additional help during the last three months of 1978. Of the employers surveyed, 33 percent project hiring, 54 percent anticipate no change, 10 percent are considering reductions, and 3 percent are unsure of their plans."

The article also stated that the outlook for new job opportunities, based upon hiring forecasts, is particularly good among durable goods manufacturers, the area's key employment group, and wholesale and retail merchants.

Visitors to the Langley Research Center in Hampton, Virginia, this month are being invited to send their signatures and a short message into space to commemorate NASA's 20th birthday. The estimated 10,000 signatures will be reduced to a microdot and sent aloft in a space shuttle, presumably the first orbital mission planned for 1980. Also via space shuttle, the signatures will be returned after which they will be placed on display.

An early October visitor in the International Marketing Division was Mr. Umberto Fantacci from A.P.I., Parker distributor in Italy, while DANIEL OCANA, engineering and manufacturing manager for Parker/Mexico spent two weeks in the Manufacturing Division here. He arrived October 1.

## PEOPLE TALK

ELAINE GRENZOW (Personnel), who began working for Parker in June, and DEBRA WALLIN (Corporate Finance), who started in July, are listed in the latest edition of "Who's Who Among Students in American Junior Colleges." Both are recent graduates of Blackhawk Tech.

"We often hear comments about the benefits of working and living in this community. Now is the time to provide moral support and financial support to the United Way." -- George Parker

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

19 October 1978

SPECIAL EDITION

Issue 909

## OFFICE RENOVATION PROJECT ACTIVATED

Plans for the general renovation and refurnishing of interiors of the Court Street office and Colvin buildings were revealed today.

Construction is expected to begin within a few months. To accommodate the construction work, some departments will be relocated temporarily in nearby rented office space.

The Repair Department and Archives will move to the Colvin location as soon as it has been refurbished. The Arrow Park Service building will house the Model Shop and Product Design group in space vacated by the Repair Department.

Relocation of International and National Marketing division employees to the mid-town Helgesen building for a two-year period will provide "surge space" to allow the refurbishing program to be carried out with a minimum of employee and contractor inconvenience. Remodeling will be done on a floor-by-floor basis.

It was emphasized by PHILIP HULL (Vice President, Manufacturing and Facilities), Project Manager, that the goal of the project is to provide increased operational efficiency and an improved work environment, as well as more space.

Architects for the project are Flad & Associates, Inc., Madison.

Additional announcements are expected to follow.

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PARKER  
PEN

# SHOPTALKER

23 October 1978

for  
Parker Pen  
Employees

Issue 910

In addition to declaring a regular quarterly cash dividend, which will be paid November 14 to stockholders of record October 30, the Parker Board of Directors last Wednesday declared a 5 percent stock dividend which will go to stockholders of record as of the close of business on November 3. Shares and cash representing fractional shares will be paid on December 1. The Directors expressed intention to continue the regular cash dividend rate of \$.15 per share.

Since 1970, Parker has split its stock four times, has increased its dividend eight times, and has declared two stock dividends. It is this record which reinforces the financial community's evaluation of Parker as a growth stock.

Training sessions will begin this week for the new Centrex telephone system which is scheduled to become operational on Monday, October 30. The hour-long instructional meetings will be coordinated by MYRTLE TROSTEM (Supervisor, Telephone Wire Communications and Office Equipment), and conducted by representatives of the Wisconsin Telephone Company assisted by Parker communications personnel.

According to Trostem, some Centrex equipment already has been installed, but is not operational. She indicated that the new internal system will include Sintered and Panoramic, as well as Arrow Park and Court Street. As moves are made in the months ahead, she said every attempt will be made to keep interruptions in telephone service to a minimum.

Omitted from a previous listing of Parker people appointed to WIMA committees were PHIL RITZ (Director, International Marketing), who replaces ROGER AXTELL (Vice President/Latin American Operations) as chairman of the International Trade Subcommittee; JAMES MC CARTHY (Marketing Services Manager-Duty Free), a member of the Marketing Research and Statistical Committee; and RUSS FRENCH (Premium Marketing Division Manager), who has been appointed to the new Specialty Advertising Membership Committee.

DON DYKE (Engineering Manager) and BILL MOSSNER (Product Development Manager) of Sintered Specialties, on October 18 presented papers on porous sintered products before the American Institute of Mining, Metallurgical and Petroleum Engineers. The group's Fall meeting was held in St. Louis.

## PEOPLE TALK

As a result of being named one of "Wisconsin's Ten Most Admired Senior Citizens" for 1978, JIM WELLS (Retired) received congratulatory notes from many friends, Parker officers and directors, both Wisconsin senators and from The White House, the latter accompanied by a photograph of the President. This was the first year that senior citizens received statewide recognition for their worthwhile contributions to the communities in which they live.

Bill Judd, Jr., son of WILLIAM JUDD (Director of Marketing Planning and Logistics) is one of 24 Badger cheerleaders who on Saturdays generate crowd spirit at Camp Randall and other Big 10 stadiums. Over 200 students tried out for the sought-after cheerleader positions. Bill, Jr., 19, is a

PARKER  
PEN

# SHOPTALKER

30 October 1978

for  
Parker Pen  
Employees

Issue 911

A new vice president is DONALD L. LUKE, who will be responsible for the manufacturing and marketing of Parker writing instruments in the Far East and Australasia. According to BILL SWANSON (President), who announced the appointment in mid-October, the office of the new Vice President-Asian Operations will be located in Hong Kong. Reporting to him will be RICHARD BREWER (Australasia Area Manager) and MICHAEL PAI (Far East Area Manager).

Luke, who held executive positions in the Pacific area with R. J. Reynolds Tobacco Company and Quaker Oats, was with Parker from 1975 to 1977 as assistant area manager for the Far East.

Parker's United Way drive is very close to the announced goal of \$24,000, according to RICHARD HOLZNECHT (Vice President/Corporate Relations), who is General Chairman of this year's internal campaign to raise funds for 19 human care programs within Rock County which are deserving of support. A small number of potential contributors have yet to be contacted, and he indicated that the goal will be met within the next few days.

If your solicitor has not contacted you, please contact your solicitor. Your contribution will help others in your community to lead fulfilling and productive lives.

Reassignments and realignments: DEAN CAMPBELL (Plastics), formerly an eyelet machine operator, was promoted on September 18 to Production Foreman for the second shift Automatics Operations, reporting to AUGUST WEBER (General Foreman, Night Shifts). JEAN MOSHER (North American Finance) on October 25 transferred to the International Marketing Division. As an Order Processor, she reports to ISLA SCHUMACHER (Order Processing Supervisor).

An article authored by DAVE BROOKHISER (Maintenance Engineer) appeared in the current issue of "Electrified Industry," a trade magazine sponsored by Wisconsin Power and Light for in-plant energy management personnel. Detailing the installation of capacitors at Arrow Park to improve average power factor within the distribution system from 88 to 98 percent, the article concluded with a statement by ED TERNEUS (Manager, Plant Facilities) indicating that the economically justifiable installation "not only provides significant cost savings, but demonstrates Parker's commitment to helping conserve the nation's natural resources."

Although there is some "overflow" of U. S. publications across the border, Canadian consumers will feel the impact of fifteen Parker ads in their own national magazines; such as L'Actualite, Decor-mag, MacLean's, Quest, Saturday Night, Toronto Life, Selection du Reader's Digest, and Time-Canada. The Canadian ads, like those in the U.S., prominently feature the Parker brand name and corporate symbol. JWT/Canada developed the new series of advertisements.

## PEOPLE TALK

Forty-fifth service anniversaries were observed in September by GEORGENE YEOMANS (Final Assembly) and in October by DOROTHY GUNN (Metals), while RUTH RICHERT (Final Assembly) will celebrate her 45th year with Parker early in November.

PARKER  
PEN

# SHOPTALKER

6 November 1978

for  
Parker Pen  
Employees

Issue 912

How three multinational firms manage money was the subject of an in-depth feature in the November 3 issue of the "Wall Street Journal." Top financial executives of Rohm & Haas, Armco and Parker were asked how, in the face of new uncertainties over currency values, their companies maintain position in the "floating crap game" of international finance. Quoted in the Parker portion of the article were GEORGE PARKER, as Chairman and CEO; CLARENCE SCHAEFER (Vice President and Treasurer); and WILLIAM HARRIGAN (Director, Treasury Services).

All three companies deal with the complexities of doing business in many countries, complicated by fluctuating currencies, volatile markets, inflation here and abroad, and other factors which influence corporate money management. In spite of these problems, Parker executives were quoted as saying that "the company is less affected by the current economic uncertainties than many concerns in heavy industry."

It was pointed out that Schaefer and his staff of 20 are responsible for Parker's investments, borrowings, taxes, financial statements, insurance, capital spending and currency management in the U.S. and the 22 foreign countries in which Parker does substantial business.

A status report on the new parking lot at Arrow Park indicates that it will not be ready for use for another three or four weeks. According to PHIL HULL (Vice President/Manufacturing and Facilities), delivery of the wrong poles on which lights were to be mounted will delay availability of the parking lot for employe use until early December.

Hull stated that the lot at Court Street is "on schedule," with curb and gutter work, sidewalks and retaining walls nearing completion. He said that final grading and asphalt surfacing of the 100-car parking facility will begin soon and, weather permitting, the lot should be ready for use later this month.

Because of its downtown location, Court Street employes wishing to use the lot are advised to obtain parking stickers to be placed on the back of the car's rear-view mirror. Applications, which are available at mail desks throughout the office, should be sent to BARBARA RICHTER (Personnel).

Court Street employes participated in the American Cancer Society's "Employee Education Program" on Tuesday, October 30. The half-hour program included a film on the warning signals of cancer, and a presentation by Marilyn Thomas, R.N., of the American Cancer Society, on detection and prevention methods.

In announcing the program, E. H. SEIBERT (Vice President/Personnel) said: "Facts reveal that 50 percent of the people developing cancer could be cured if they would seek early medical attention. This convinced us at Parker of our responsibility to make our employes aware of cancer prevention. Reaching people where they work is one of the most effective means of adult public education."

PARKER  
PEN

# SHOPTALKER

Issue 912 - Continued

Early in October, DORIS PAUTZ (Travel Department) joined other corporate travel managers in Atlanta for the National Passenger Traffic Association's 10th annual conference. As a group, the Association works with airlines, railroads, bus and steamship lines, hotels, etc., in behalf of the business traveler. Since many suppliers of travel services do not have sales reps in the Wisconsin area, it was possible at the conference to establish contacts beneficial to Parker.

Two "51" pens have been loaned by Parker/England to a British film company producing a television movie called "Ike: The War Years." Incorporated in the footage will be the famous scene where General Eisenhower holds aloft his personal Parker pens, forming a V for Victory. Half of the film will be shot in England, half in America, according to NORMAN LYONS (Publications/Public Relations, U.K.) who assisted in procuring similar pens.

One of the original pens used to sign the armistice was sent to Eisenhower by Kenneth Parker a few years after the two met for the first time in Manila; the second was sent when Ike became a five-star general. On his personal stationery as Supreme Commander of the Allied Expeditionary Force, the General acknowledged the latter gift, saying: "Sometimes I wonder whether there will ever be a formal signing of any important document in connection with the eventual ending of hostilities in Europe. I am not so sure. Nevertheless, if I should be a party to such a thing, I renew my promise to use my gift from you on the occasion. I have already charged an aide with the responsibility for seeing that the picture is taken."

DIANE THOMPSON on September 25 joined the North American Area Marketing Division. She reports to JOYCE GRAY (Catalog and Co-op Coordinator).

LUTHER JOHNSON joined the Financial Division as a Computer Programmer, reporting to NORM AULABAUGH (Manager, Systems Development). He began work at Parker on November 1.

Economists are beginning to take a closer look at the Eighties which, relatively speaking, are just around the corner. Among the lines predicted to grow fastest, according to a recent Kiplinger Washington Letter, is the temporary help company. Another fast grower, although not as strong, is recreation. In view of this prediction, Parker would seem to have pretty good field position for the penultimate decade of the century.

## PEOPLE TALK

HELEN DUFFY (Sales Correspondence) early in October celebrated her 45th service anniversary with Parker. Her name was not included in last week's listing of employees reaching that milestone.

Just 450 tickets are available on a first-come, first-served basis for the annual Office Christmas Party to be held Saturday, December 9, at the Elks Club. Floor contacts for tickets which go on sale Monday, November 13, are BARB FLETCHER (1st), CONNIE BENT (2nd), DONNA VOHS (3rd), NANCY BRAUN (4th), ANN POPP (Research), LAVERNE HOLMES (Basement/Premium). At Arrow Park, the floor contacts are WAYNE HOLMAN (1st), and MARGIE ADAMSON (2nd).

PARKER  
PEN

# SHOPTALKER

13 November 1978

for  
Parker Pen  
Employees

Issue 913

Both U. S. National and U. S. International marketing people participated in planning meetings held recently in Oconomowoc, Wisconsin. Between the U.S. National's "Delphi I" and the International planning retreat which followed, the two groups combined for an informative exchange of information with the basic purpose of furthering communication and coordination. Planned by BAYARD RENNINGER (Director/National Marketing) and PHIL RITZ (Director/International Marketing), the two said the overlapping of meetings had two important objectives: (1) To enable the two groups to integrate services and anticipate mutual requirements, and (2) to develop outlines of FY80 marketing plans.

Staff members were present also from Marketing Planning and Logistics, Creative Services, Corporate Relations and the Latin American Area. Functions and capabilities of each sphere of operation were discussed, and for the first time, U. S. field management participated in the meeting.

"Delphi" was the name selected to succeed "Wildwood," which for several years referred to similar marketing workshops. In Greek mythology, the oracle at Delphi was consulted before setting out on any significant undertaking.

Some 30 Junior Achievers, who again selected the name JAPAR for their fledging organization, received their charter from AL DIOTTE (Executive Vice President/Administration) when the group met last Monday evening in the Arrow Park conference room.

Assisting the Junior Achievers this year will be ED LITTLE (Creative Services), RON ANDERSON (Engineering), DENNIS PORTER (Manufacturing Controllershship), and JACK BIDDICK (Corporate Insurance Administration). Biddick heads the Parker team which will act as advisors in the areas of management, sales and production.

ANN NOVACHEK joined the International Marketing Division on November 6, assuming secretarial duties for JIM MC CARTHY (Marketing Services Manager-Duty Free).

A "Velkommen" gift of a Ms. Parker by Pucci was presented to Crown Princess Sonja of Norway during her visit to Madison last week. The Princess opened "The Art of Norway -- 1750-1914" exhibition at the Elvehjem Museum of Art, one of the most popular exhibits ever opened to the public, according to newspaper accounts of the event. Princess Sonja was presented with the gift pen by the Janesville "Sons of Norway" Lodge #544.

BAYARD RENNINGER (Director/National Marketing) has been appointed to the WIMA Board of Directors, following the resignation of AL DIOTTE (Executive Vice President/Administration). In addition, BILL JUDD (Director/Marketing Planning and Logistics) has replaced JIM MC CARTHY (Marketing Services Manager-Duty Free) on WIMA's Marketing Research and Statistical Committee.

Notable Quote: According to artist and cartoonist Saul Steinberg, "The doodle is the brooding of the hand." Doodling is recognized as a product of pen, pencil or other writing tool while preoccupied.



PARKER  
PEN

# SHOPTALKER

Issue 913 - Continued

For the next two and one-half years, antique oddities such as a left-handed fountain pen and a wooden automobile dipstick will tour the country as part of an exhibit from Specialty Advertising Association International. First displayed at the association's annual meeting in August, the collection of specialty advertising memorabilia will be seen ultimately in 45 cities. The left-handed fountain pen, incidentally, has the ad message printed upside down so that it could be read by the leftie using the pen. According to RUSS FRENCH (Premium Marketing Division Manager), who has seen the exhibit, some of the items date back to 1830.

At a White House ceremony on Thursday, November 9, President Carter signed into law a wide-ranging energy bill which has been in preparation for many months. Obvious in the televised signing were several Parker Systemark pens which will become mementos of the occasion.

A recent announcement by the Metropolitan Museum of Art might stir a few Parker memories. In 1960, when Egypt was concerned about the fate of antiquities which would be submerged as waters of the Nile backed up behind the Aswan Dam, a letter issued from Parker headquarters here offering to dismantle the small Temple of Dendur, transport it to Janesville, and reassemble it as a symbol of friendship between "present and future generations of Egyptians and Americans."

It was not to be, however. Ultimate disposition of the five temples available for adoption was decided by UNESCO and the Egyptian Département of Antiquities. Parker's offer was acknowledged and appreciated, but the little Temple of Dendur just wasn't destined for the banks of Rock River. It is now ready for viewing by the general public at the Museum.

## PEOPLE TALK

KEN SIME (Stockroom) was named "Sportsman of the Year" by the Parker Athletic Association at its annual dinner meeting October 31. Presentation of the two-foot tall sterling silver Montor Cup awarded each year since 1955, was made by ANGUS WALTON (Latin American Area), guest speaker for the evening. Sime was cited for his active participation in sports, specifically bowling and golf. Some 100 members attended the event at the Hoffman House.

Advertisements prepared by Richard Dyble, 13; Valerie Albrecht, 13; Barb Yankton, 12, Louise Walton, 10; Jennifer Yessa, 11; and Gail Loveland, 10, will appear in the Janesville Gazette during American Education Week, November 13-18. The AD-Venture project sponsored by the newspaper for grades 5-12 drew 1,341 entries from 70 classes in 22 schools. In the order listed above, the students are the sons or daughters of BERT DYBLE (Director, Quality Assurance), LARRY ALBRECHT (Plant Protection), STEWART YANKTON (Maintenance), ANGUS WALTON (Manager Finance-Latin American Area), RICHARD YESSA (Toolroom), and ALICE LOVELAND (Gold Nib).

Advance notice is being passed along by LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), Chairman of Parker's Energy Committee, that a program on "Energy Efficient Homes" will be presented at the YWCA at 12:10 p.m., Tuesday, November 21. Bring your own brown-bag lunch.

# SHOPTALKER

20 November 1978

for  
Parker Pen  
Employees

Issue 914

Much has been written of late about Norman Rockwell, creator par excellence of the American scene, who died recently at the age of 84. While a true artist in every sense, much of Rockwell's work was "commercial," ranging from countless Saturday Evening Post covers to company-commissioned art. It was coincidental that, at the time of his death early in November, Parker's own Rockwell paintings were in New York for refurbishing after hanging for over a decade in the Court Street lobby.

According to records here, Rockwell completed three illustrations for Parker in 1959. Subsequently, the art was used in pre-Christmas advertising, for an annual report cover and promotional post cards, and on rare occasion the paintings were exhibited at trade shows. The Parker Rockwells are also listed in published catalogs of his work, and permission was granted for their reproduction in two anthologies as representative examples of company-commissioned work.

Rockwell received from Parker the sum of \$12,000 when the series was completed. Just prior to his death, an appraisal estimated each painting to be worth \$16,000. According to JACK BIDDICK (Manager, Corporate Insurance Administration), market prices since Rockwell's death have jumped at least 25 percent, making the paintings even more valuable. Insurance coverage, he said, will continue to be adjusted as new appraisals warrant the change.

North American Marketing traveling teams took off last week for Winter Sales Meetings in various parts of the U.S. In a time-saving move, the Western and Southern Divisions were split between two airport locations in Los Angeles/San Francisco, and Atlanta/Dallas. Discussions centered around marketing programs, products and displays to be emphasized in the first few months of the new year.

Travelers to New York and Atlanta were DAVE GRIFFITHS (Marketing Planning Manager) and MATT GREEN (Creative Services Manager). Holding meetings at Chicago and Dallas were MIKE MUELLER (Manager of Customer Services) and GENE SMITH (Marketing Administration Manager), while the Los Angeles/San Francisco sessions were covered by JOHN GEARY (National Sales Manager) and BILL JUDD (Director of Marketing Planning and Logistics).

An interesting call was handled recently by FORREST BECK (Coordinator, Quality Assurance), who said a reporter from the "National Inquirer" wanted to know whether inks used in markers, fountain pens and ball pens had toxic qualities which might represent a hazard to individuals who might drink the ink, get it on or under the skin, in their eyes, etc.

Speaking only for the company, Beck indicated that all Parker inks are subjected to acute oral toxicity tests performed by an outside, independent laboratory in accordance with procedures prescribed in Federal Regulations. Further, he told the reporter that it is company policy not to market any product which requires cautionary labeling. According to Beck, the reporter stated he "could not see any story here," a fact he would report back to the editor who assigned the project.

PARKER  
PEN

# SHOPTALKER

Issue 914 - Continued

Parker's annual evening Scanlon meeting held in the Arrow Park conference room on October 23 attracted approximately 300 guests. A buffet dinner preceded the informative presentations which followed. Participating in the program were BILL SWANSON (President), JIM HULL (Director, Manufacturing and Product Development for North America), SALLY KRUEGER (Final Assembly) of the U.R.W., LOUIS CHALCHOFF (Toolroom), representing the IAM, and Fred Lesieur, Scanlon consultant. The Scanlon Plan was cited for its 25th successful year at Parker.

Representing Parker at the Annual Scanlon Plan Conference held in Boston in mid-October were the following Arrow Park people: IRENE MANSON, AUGIE WEBER, SALLY KRUEGER, LOUIS CHALCHOFF, LARRY VINCENT, BOB LUEBKE, ROY SWANSON, DAN PIEHL, and JIM HULL. The conference took place on the campus of the Massachusetts Institute of Technology.

MARION HILL (Personnel Administrator) was guest speaker on November 15 for Phi Gamma Nu, a national professional business sorority at the University of Wisconsin-Whitewater. Her subject was "The Role of Women in Business Today."

CHARLENE HENTHORN (Gold Nib) has been promoted to Foreman in the Final Assembly Department. A Parker employe since 1966, she will report to ELMER GLYNN (General Foreman, Production and Shipping).

A professional basketball team sponsored by Fortress, Parker's distributor in the Netherlands, took the Dutch National Championship during the 1977-78 season. The Leiden-based team will this year defend its crown in the Netherlands, and will as well compete in European Cup play. According to PHIL RITZ (Director, International Marketing), a 50 percent increase in sales is attributed largely to the firm's sponsorship of the league-leading team. Robert Bockweg heads the distributorship.

Nine hundred and forty-six of a total of 1,212 Parker employes contributed \$24,323 to the United Way for its on-going programs which assist some 19 area agencies. The amount topped the goal established prior to the internal campaign which wound up recently. Solicitations Chairmen MIKE MUELLER (Manager of Customer Services), JOHN FABKE (Patent Counsel) and LLOYD HORN-BOSTEL (Manager, Manufacturing Engineering) expressed thanks to all who assisted in the successful effort, and to all who contributed. The amount, matched by the company, should help put the local drive over the top again this year.

In a football contest sponsored by WBEL in Beloit, the station awards a Parker Flighter GT pen to the person who each week picks the most winning college and pro football teams from a list published in the Beloit newspaper. In case someone gets too lucky, the rules specify "one pen per person per season."

## PEOPLE TALK

For MARY KRAUSE (Final Inspection), Thursday, November 30, will be her last work day at Parker. On that date, she will take voluntary early retirement after 33 years and nine months with the company.

PARKER  
PEN

# SHOPTALKER

27 November 1978

for  
Parker Pen  
Employees

Issue 915

Remodeling of the Colvin Building began last week, according to PHIL HULL (Vice President, Manufacturing and Facilities), who said the work is being done by a local contractor, J. P. Cul- len and Son Construction Corp. Target date for completion is late February, he said.

When remodeling of the new Parker facility has been completed, it will house the Service and Archives Departments. It will also be used for the storage of materials presently located in the quonset building on the north side of the Court Street offices.

Some interesting figures released by the Writing Instrument Manufacturers' Association reveal that, earlier this year, some 33,300 persons in the United States were employed in the writing, marking instrument and art materials industry. Of that total, 24,100 were production workers, the rest were in various other capacities. According to the U.S. Department of Labor, which compiles such data, employment in the reporting segment which includes writing instruments shows only slight fluctuation from month to month and from year to year.

An item from DORIS PAUTZ (Travel Department) should be of interest to all Parker people who have occasion to leave the U.S. on business or for pleasure. New regulations put into effect recently permit the returning traveler to bring back \$300 in duty-free purchases, an increase of \$200 over the previous amount. A flat 10 percent on the next \$600 in purchases further streamlines the customs process.

Latin American Area subsidiary heads and their financial managers met last week in Cartegena, Colombia for FY80 budgetary planning sessions. ANGUS WALTON (Manager Finance-Latin American Area) conducted the meetings. In addition to Colombia, the countries represented were Argentina, Brasil, Mexico and Peru. Also in attendance from Janesville were ROGER AXTELL (Vice President-Latin American Operations), HENRY SCHLICHTING (Administrative Manager-Writing Instrument Group), and CLARENCE SCHAEFER (Vice President/Finance and Treasurer).

JAPAR, the Parker-sponsored Junior Achievement company, has on the market at a cost of \$8.99 plus tax, a mahogany jewelry box with brass fittings and key. Starting with a quantity of surplus Bicentennial boxes purchased from Parker, JAPAR went to outside suppliers for the green velvet liners and partitions, as well as for labels to identify the company. Assembly, packaging and labeling completes the attractive product.

"Sales are just great," said RON ANDERSON (Industrial Engineer) who is one of the group's Parker advisors. "We have, in fact, had to schedule extra production time to take care of orders on hand." Anderson said the item is one of the best marketed by any of the seven JA companies in the current program, and JAPAR expects to do very well financially with its product.

Pamela Edens forced herself to write two pages at a time for three months until her novel was completed. The 120 handwritten pages became "Flight for Freedom: A Slave Girl's Escape," which went on sale recently in Chicago bookstores. Nothing too unusual about that, unless you happen to know the author is now 14 years old, and that she was only 10 when the book evolved from a

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Parker continues to get ink in prominent, highly respected publications. Recently, financially-oriented Barron's magazine had this to say about the company:

"Pens and people. That's the stock-in-trade of venerable Parker Pen, which two years ago picked up Manpower, Inc., the temporary-help firm. The company is doing famously in both lines, which is the reason for our penning this particular item. In the pen business, four new writing instruments are providing the kicker. An accelerating flow of orders suggests that pens -- roughly 36% of corporate sales but a full 60% of profits -- will continue to make a strong showing in the months ahead. Manpower is benefiting from the fact that many businesses are reluctant to take on new full-time help; instead, they rely heavily on temporaries.

"Parker, which inked first-half profits of \$ 1.54 a share, against \$1.20 a year earlier, could come in with November quarter net of \$1.15 vs. 97 cents. For the full fiscal year (ending February), earnings should approach \$3.15 a share, up from last year's restated \$2.73. That would mean peak net for Parker for the ninth year in a row."

HENRY SCHLICHTING (Administrative Manager-Writing Instrument Group) has been appointed to the position of General Manager, Parker Mexicana, S.A. de C.V. Before joining Parker in 1970, Schlichting held various management positions with the British American Tobacco Company in Central America. ROGER AXTELL (Vice President/Latin American Operations), who made the announcement, said Schlichting and his family will relocate to Mexico City sometime in February.

In honoring RUSS FRENCH (Premium Marketing Division Manager) as Special Advertising's "Man of the Year," The Counselor magazine came up with an unusual cover for its October issue. The magazine's art department did a take-off on French's name, using the jar and graphics of a well-known brand of mustard to convey his association with glassware (Garrick) and Parker. Representing the writing instrument segment was a Parker pen in lieu of the conventional mustard paddle. A line drawing of French completed the illustration.

French, who has been active in SAAI affairs for several years, including membership on its board of directors, became manager of Parker's Premium Division in 1966 after a study indicated the opportunities available in the specialty advertising and premium field.

Twelve Big Red pens will be used by persons who stop by a booth in the Janesville Mall to copy a verse from the New Testament. The project will culminate in a large hand-bound volume which will become the permanent property of the Janesville Public Library. City Manager Philip Deaton began the ecumenical venture by copying and signing Verse 1, Chapter 1 of the Book of Matthew. Copying and autographing of the verses will continue through December 18.

On a graffiti-covered wall in Pompeii, buried some 1,900 years ago by volcanic ash and lava, was this inscription: "I wonder, wall, that you do not go smash, who have to bear the weight of all this trash."

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Issue 917

Because Parker's strategic business interests lie elsewhere and Fox Point Sportswear would benefit from an entrepreneurial approach, a minority interest in the leisure apparel subsidiary was sold on Friday to the firm's management which, over a long-term period, will purchase the balance of Parker's interest in the business. BILL SWANSON (President and Chief Operating Officer) said in making the announcement that MICHAEL ANDERSON and JOHN BOCKE, respectively President and Vice President of Finance for Fox Point, were the principals involved in the purchase from Parker.

Fox Point Sportswear was established in 1977 in a merger of three Parker leisure apparel divisions into one operating unit. The firm manufactures women's fashion outerwear and all-purpose cold weather clothing for the snowmobile and motorcycle trade under the Fox Point label.

A surprise feature of the annual Parker Office Christmas Party last Saturday night was the presentation of sterling silver gifts to employees who have been with the company 25 years or longer. According to GENE SEIBERT (Vice President/Personnel), the Parker symbol pendant chain for women and the symbol-engraved penknife for men are gifts from GEORGE PARKER. Seibert indicated that in total 254 office and plant employees received the service-connected award either Saturday night or Monday morning. Both items were designed and executed by Tiffany.

MIGUEL MENDEZ joined Parker on December 1 as an Operational Auditor in the Corporate Finance department. Formerly with Allied Products Corporation, Chicago, he reports to WILLIAM FAUSAK (Manager, Corporate Internal Audit).

In the Manufacturing Division, PEGGY HELWIG (Foreman, Final Assembly) has been promoted to General Foreman, Final Assembly, reporting to DON DRAHEIM (General Superintendent, Production and Shipping). JOAN RAYMOND (Material Handler) has been promoted to Foreman, Final Assembly, reporting to Helwig.

A newly-created position, that of Manager, Receiving and Stores, has been filled by BILL MATHEWS (General Foreman, 2nd Floor & North End), while ELMER GLYNN has assumed the responsibilities of General Foreman, 2nd Floor and Metals. Mathews now reports to ROY WANDA (Manager, Planning and Control); Glynn continues to report to Draheim.

Mr. and Mrs. Hamza Jamjoom of Jeddah-Hejaz spent several days in Janesville the latter part of November. Mr. Jamjoom is director and general manager of the General Trade section of Mohamed Nour Salah Jamjoom & Bros., a division of Jamjoom General Agencies which is the Parker distributor for Saudi Arabia. Established in 1934, the firm employs a total staff of 82 including ten salesmen who sell Parker products to approximately 200 retailers and wholesalers in Saudi Arabia.

## PEOPLE TALK

ELAINE GRENZOW (Personnel), in a judging which took place November 18 in Monroe, won the three-county District 3 "Make It With Wool" contest. Her entry, a plaid vest and pleated skirt ensemble, was then entered in the senior division of the state competition, where it came in sixth.

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Issue 918

A separate statistical category has been established by WIMA for the industry's newest writing tool, the liquid ink (roller) pen. The action meant that the product has been recognized officially by the Association, which indicated that 22 members now making this type of writing instrument will begin using revised reporting forms in January. The addition of roller pens brings the number of reportable categories to nine. Others are fountain pens, refillable ball point pens, non-refillable ball point pens, markers, porous point pens (writing), porous point pens (coloring), mechanical pencils, and desk pen sets.

While "roller pen" is the generic term selected by WIMA's nomenclature committee for the latest product on the writing scene since porous pens were introduced in 1963, Parker since introduction has branded its version the "Floating Ball."

According to BAYARD RENNINGER (Director, National Marketing), all manufacturers except Parker use a cigarette-type filter to contain and meter liquid ink. Parker's "Floating Ball," on the other hand, uses a vacuum-type reservoir with a capillary valve to regulate the interchange of air and ink. This not only improves metering, it insures more uniform line intensity throughout the life of the filler, and provides the consumer with greater ink capacity.

By the end of 1978, savings realized through the efforts of the Parker Energy Council will have exceeded \$50,000. LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), Chairman, stated that major contributions to the savings include stringent monitoring of heating, lighting, conservation of compressed air, electrical load balancing, and a new, well-insulated roof at Arrow Park.

Speaking in behalf of the Council, Hornbostel said the savings would not have been possible without the exceptional cooperation received by the group. He said that, with the continued support through ideas and suggestions of all Janesville Parker employes, the Council is looking ahead to the energy challenges of 1979.

While in Rio de Janeiro recently, TOM JEFFRIS (Manager, Military Sales) browsed through the Catete Palace, formerly the official residence of Brazilian presidents. Among the artifacts on display were three Parker "51" pens, each of which belonged to a past president of Brasil.

## PEOPLE TALK

Following are retirements which will be effective January 1: HARVEY BLAKE (Production/Shipping) disability retirement after 37 years, three months with the company; L. JACK BENNETT (Brazilian subsidiary), early retirement after 31 years, one month with Parker. Others are JOHN GIBB (Military and Government Sales), after 32 years, one month with the company, and VERNON JENNINGS (Production/Shipping), who racked up 44 years, 10 months of service.

TOM LAWRENCE (Research-Corporate Quality) has been granted a patent for a hinge to be used in conjunction with various electronic devices placed in hinges for security purposes. The hinge, which Lawrence developed while a student at Northwestern University, is currently manufactured by Law-